

FORMERLY THE SPICE MILL

# COFFEE & TEA INDUSTRIES

*and The Flavor Field*

78th YEAR

MARCH 1955

C. E. BICKFORD & CO.

COFFEE BROKERS  
AND AGENTS

NEW YORK  
88 Front Street

NEW ORLEANS  
427 Gravier St.

*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?  
It's delightfully illustrated, and yours for the asking.*



*Careful cultivation . . . Constant experimentation . . .*

*Assure perfect quality the year 'round*

**NATIONAL FEDERATION  
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau  
120 WALL STREET • NEW YORK 5, N. Y.



**the Repeated Choice of Exacting Coffee Roasters**

## **GUMP COFFEE GRANULIZERS**

One of America's leading coffee companies has purchased a total of 23 Gump Coffee Granulizers for their home, branch and subsidiary plants. Since buying their first unit in 1933, this company has chosen Granulizers exclusively for their grinding equipment. This case history is duplicated in the grinding departments of coffee plants from coast to coast . . . where you'll find *only* Gump Coffee Granulizers.

"Granulized Coffee" in all the commercial grind sizes is clean-cut and consistently uniform. Even in periods when Granulizers have been operated 16 and 18 hours a day, users say the grinds were cool and continued to meet sieve analysis and cup test

standards. Operation is smooth and trouble-free through the hardest continuous service. Grinding costs, maintenance and repairs are at the minimum. And the Granulizers put into service 20 years ago are modern production units today, thanks to the exclusive Gump Exchange Head Plan and Policy.

For finest quality grinds, operating economies, and long term satisfaction in *your* grinding department, install Gump Coffee Granulizers—the repeated choice in grinding equipment throughout the trade. Tell us the grinds and capacity you require. Complete details will be forwarded promptly, without obligation.



**B. F. GUMP Co.** 1312 S. Cicero Avenue, Chicago 50, Illinois

—Engineers and Manufacturers Since 1872—

**GUMP RAY-NOX COFFEE ROASTERS • GUMP COFFEE GRANULIZERS • IDEAL GREEN COFFEE CLEANERS  
BAR-NUN "AUTO-CHECK" NET WEIGHERS • BAR-NUN BAG FEEDERS, OPENERS AND WEIGHERS  
DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS**

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# Here's the second big ad of '55

On the facing page, you see a black and white reproduction of an ad called Pacific Coast Chowder Supper. In the March 14 issue of *Life* and the April *McCall's*, your customers will see Pacific Coast Chowder Supper in delicious full-color and on two pages. It's the second in Canco's booming 1955 advertising campaign.

Pacific Coast Chowder Supper will pique the appetites of a potential audience of 37,000,000. Tempting recipes will show how to prepare the featured dishes employing a variety of canned foods.

**Canco aims these ads** directly at your ultimate customer . . . the busy homemaker. In them, she sees appetizing, intriguing meals at low cost. And with these meals in mind she goes to the store to shop for *your* canned foods and beverages.

Cash in! Make sure that your retail outlets spotlight your brands for these meals; price them attractively, and display them prominently.

So with Pacific Coast Chowder Supper, Canco continues a truly spectacular campaign . . . actually creating a buying urge . . . and helping build the prestige of all canned foods and beverages. The profits are yours . . . if you take advantage!



## FREE!

Mats or photographs for newspaper advertising . . .

To help YOU get YOUR brand featured in food retailers' newspaper ads, Canco has mats for the main illustration of this Pacific Coast Chowder Supper ad (2 col. 65 screen) for any tie-in program you may work out with your retailers. A mat or photograph will be sent FREE direct to any retailer planning such a promotion. Requests should be addressed to: American Can Company, Sales Promotion Division, 100 Park Avenue, New York 17, N. Y.

*Go first to the people who are first!*



## AMERICAN CAN COMPANY

New York, Chicago,  
San Francisco; Hamilton, Canada

COFFEE & TEA INDUSTRIES and The Flavor Field



CLAMS CATALINA    BRA FANF CROWDER  
PATNO SALAD  
GOLDEN FRUIT PIE  
COFFEE

Watch your family sail into this  
**Pacific Coast Chowder Supper**  
It's a breeze to fix—with today's most-delicious-ever canned foods!

**CLAMS CATALINA**  
Combine 1 can (7 or 10½ oz.) minced or whole clams (or sardines), well drained; 2 anchovy fillets, chopped; 3 tablespoons chopped green pepper; and 1 pint tomato, chopped. Spoon into 4 can food shells. Top each with 1 strip bacon. If desired, broil under medium heat 3 minutes, or until bacon is crisp.  
Now, for the main course, a steaming turbot chowder—so whiffing good, so eating-good that it's practically guaranteed to turn even a non-fish-fan into an enthusiastic chowder hound.

**SEA FARE CHOWDER**  
 1 can condensed cream of tomato soup  
 1 can condensed cream of mushroom soup  
 1½ cups milk  
 1 can (1 lb. 4 oz.) white potatoes,  
 drained and cut in quarters  
 1 can (8 oz. 1 cup) peas, drained  
 1 can (7-8 oz.) tuna or salmon, drained and flaked  
 1 can (6½ oz.) crab meat, drained and flaked  
 2 tablespoons grated onion  
 1 cup (½ pt.) light cream

**GOLDEN FRUIT PIE**  
 3 envelopes unflavored gelatin  
 1/4 cup cold water  
 1 can (1 lb.) fruit cocktail  
 1/4 cup sugar  
 2 cans (6 oz.) frozen orange juice concentrate  
 (or orange beverage concentrate) undiluted  
 3 egg whites  
 1 baked 9-inch pastry shell  
 Toasted sliced almonds

**PATIO SALAD**  
Combine 1/2 cup olive vinegar, 1/4 cup oil and 1/2 cup  
oil, 1/4 teaspoon salt, 1/4 teaspoon paprika and 1  
egg yolk; pour over 1 can (1 lb.) green beans,  
drained; cover; chill. To serve, remove yolk; drain  
beans, reserving dressing. Toss 3 cups shredded  
cabbage with part of reserved dressing. (Use re-  
minder for another salad.) Arrange beans and cab-  
bage on plates; garnish with ripe olives.

**SPECIALLY GOOD COFFEE**  
Make it by your favorite method—but make it especially good by using *Cancer-packed coffee* in cans.

The key to great coffee is the key that comes with *Cancer-packed* cans. If coffee is exposed to air, it loses its flavor and the familiar "upper" can with the "cancer" opening and replaceable lid that makes it *easy* for you to buy really fresh, *Cancer-packed* coffee.

For greatest convenience, get your *Cancer-packed*—in *Cancer's* disposable paper container with the flat top that opens and closes so easily.

These recipes serve 4. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Co.

**American  
Can  
Company**



Registered Trademark of American Can Co., N. Y., N. Y.



# it will pay you to package your spices in R.C. <sup>metal top</sup> FIBRE CANS

## Here are the facts . . .

- **SMALLER INVENTORY**—R. C. Fibre Cans can be ordered in any quantity—however small. It isn't necessary, because of expensive lithography, to restrict your orders to 25,000 or 100,000 lots. No need to overstock on a slow-moving spice item that will take years to use up.
- **MINIMUM DANGER OF OBSOLESCENCE**—With R. C. Fibre Cans you order when and as you need them. This means an up-to-date can—labels that can be easily and inexpensively revised.
- **FASTER SERVICE**—Quick, dependable delivery keynotes every R. C. order. R. C.'s broad facilities and thorough-going experience in the manufacture of fibre containers is enhanced by freedom from the usual material shortages and cutbacks—plus four strategically located plants.
- **DURABLE, SMART-LOOKING DESIGN**—Product protection comes first in R. C. Packaging. Rugged "shelf-proofed" design is combined with attractive, up-to-date design.
- **LOWER COST**—Less to produce—less to ship—always on hand without jamming up your valuable warehousing space.
- **COMPLETE VARIETY OF SHAPES AND SIZES**—Round, square, oval, or oblong—with any type of closure to fit your individual needs. Find out today how R. C. Fibre Cans will save you money, time, space and production headaches.



"CAN-gineers to the Packaging Industry"

# R·C· CAN COMPANY

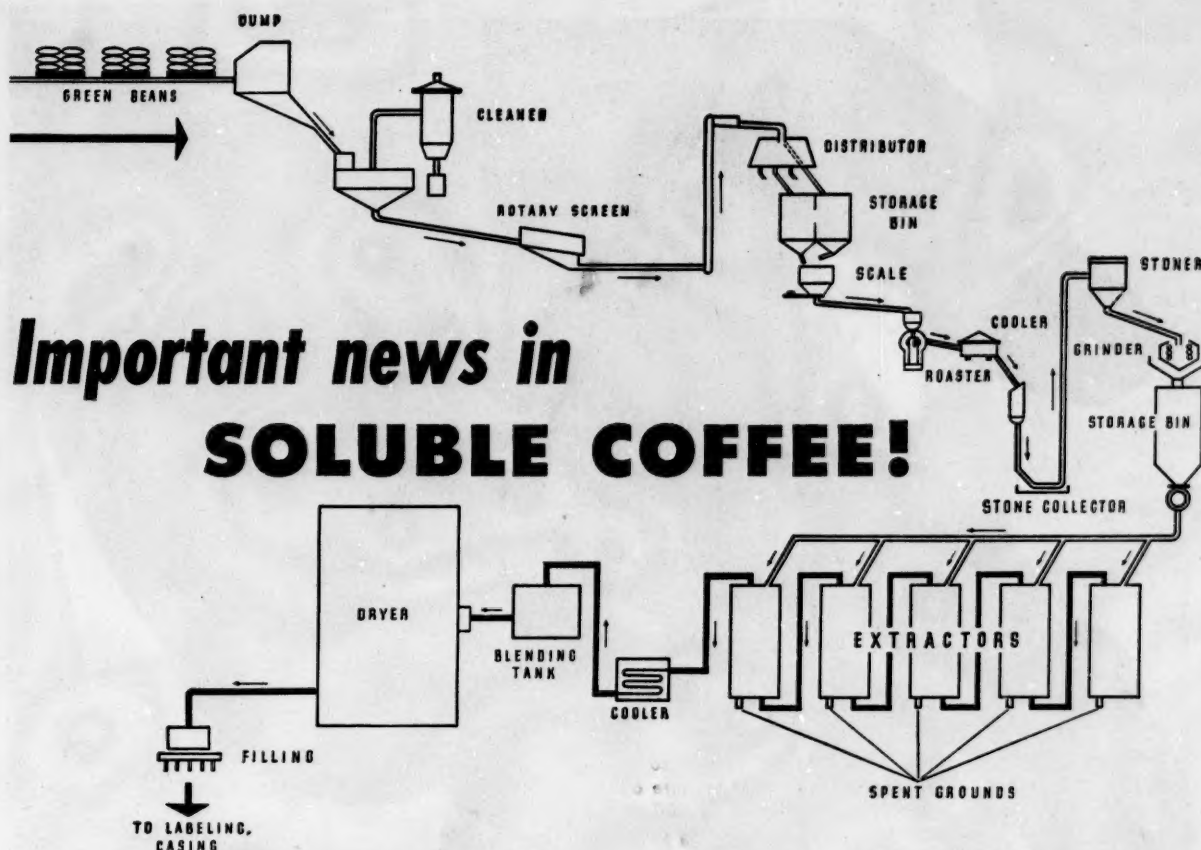
MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.



SALES OFFICES: C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P. O. Box 3218 Sta. F., 1156 Dalon Dr., N. E., Atlanta 6, Ga. • S. W. SCOTT, 408 McCall Bldg., Memphis 3, Tenn. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 Washington Blvd., Los Angeles 15, Calif.

COFFEE & TEA INDUSTRIES and The Flavor Field



## Important news in **SOLUBLE COFFEE!**

**This new soluble coffee system gives you everything you need to blend your own!**

Now you can get *your* share of the sky-rocketing sales in the "instant" coffee business!

Although it comes to you as a "packaged process," this Pfaudler system can easily be controlled to produce the flavor you want—maintaining the desirable flavor characteristics of your present blend of roasted coffee.

Right from the raw bean down through the steps of cleaning, roasting, extracting, drying and packaging, this new Pfaudler process gives you fingertip control. The extraction and drying of the roasted bean to produce soluble coffee is continuously regulated to produce a good, uniform product.

You can rely on the results because this process has been engineered by The

Pfaudler Co.—we've been serving the food industries for 70 years. Pfaudler high-speed filling machines, percolators, processing vats, storage tanks and other food processing equipment are helping hundreds of food processors increase production and get a higher quality product. Pfaudler's standard designs and easy-to-clean alloy or glassed steel construction make this possible.

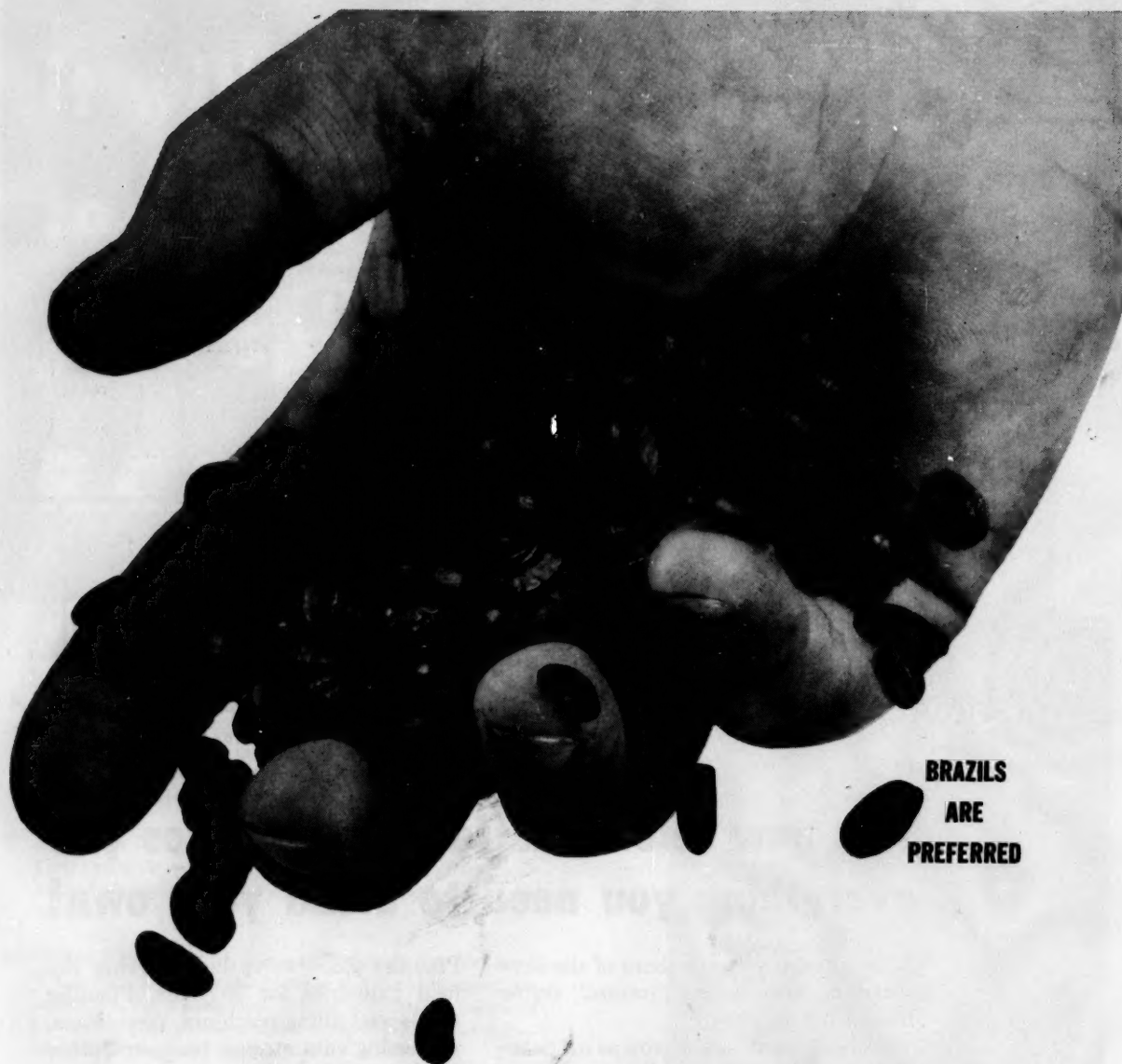
Get into the profitable soluble coffee business. You don't have to work out your own process, or track down equipment for it. Pfaudler will design, procure and fabricate everything you need. A complete plant layout will be furnished. If you desire, we can also handle erection and furnish start-up service. Write for the full story on soluble coffee.

**THE PFAUDLER CO.**



**ROCHESTER 3, N. Y.**





**BRAZILS  
ARE  
PREFERRED**

# **"PRIMARY" \***

**\* MEANING "FIRST"**— first with those who love fine coffee. Almost every U. S. blend is all or part Brazilian because of the quality, as well as the marvelous variety. In fact, Brazil raises nearly half of the whole world's coffee supply.

Such popularity must be *won* — in competition with all other coffees. Naturally many Brazils are absolutely the finest — they are primary — like the Franca, Campinas and Ribeirao Preto crops.

Each year, Brazilian coffees come north — American manufactured and processed goods flow south. This two-way trade totals at least a billion dollars a year — an economic fact in which we of the coffee industry may well take pride.

## **THE BRAZILIAN COFFEE INSTITUTE**

120 WALL STREET, NEW YORK 5, N. Y.

COFFEE & TEA INDUSTRIES and The Flavor Field

Introducing  
**PEARLS**<sup>®</sup>  
 of the WORLD'S  
**FINEST COFFEE**

**FOR OUR TRADE CUSTOMERS...**

This totally NEW soluble coffee from our NEW plant\* represents the furthest advance yet made in soluble coffee. It is the result of years of fundamental coffee experience; plus proven, practical processing skill; plus high grade coffee selection to rigid standards.



**A COFFEE MAN'S INSTANT COFFEE FOR  
 YOUR VALUABLE COFFEE LABEL...UNBEATABLE FOR:**

- |          |              |                      |
|----------|--------------|----------------------|
| ☉ FLAVOR | ☉ SOURMILK   | ☉ HIGH COFFEE FLAVOR |
| ☉ AROMA  | ☉ UNIFORMITY | ☉ LOW MOISTURE       |
| ☉ STYLE  | ☉ CLARITY    | ☉ SHELF LIFE         |

**TO ENCOURAGE CUSTOMER LOYALTY...  
 HARNESS OUR ECONOMICAL AND DEPENDABLE 100% TRADE  
 PROCESSING SERVICE TO YOUR COFFEE OPERATION**

**HARRISON COFFEE**

CORPORATION

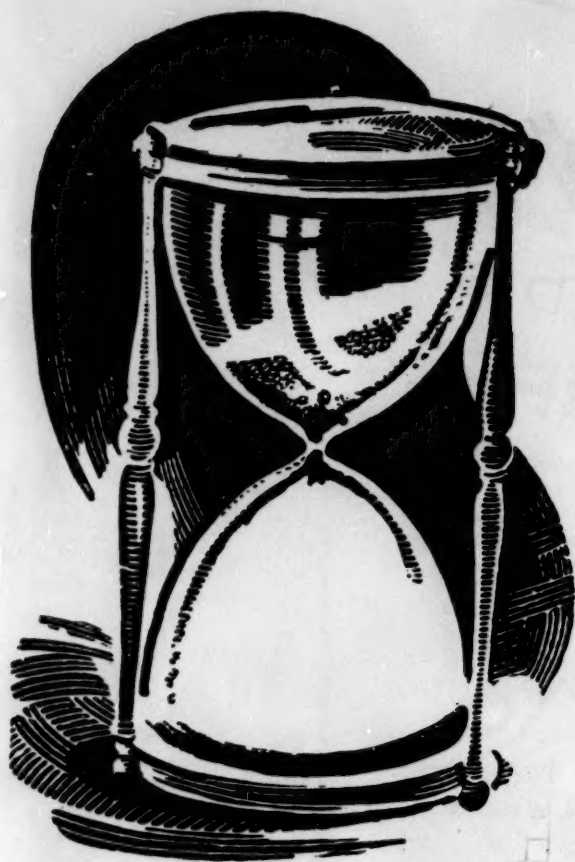
*Coffee Processors to the Trade*

601 WEST 26th STREET, NEW YORK 1, N. Y. • PHONE: ALGONQUIN 5-3914



\*Fully Certified — 4000 cases of 2 1/2 oz. jars.

© REG. U. S. PATENT OFFICE



# The Test of Time 1895-1955

The coffee industry is no exception to the uncertainties that prevail in the marketing of most commodities.

This firm came into being in 1895 and in this, our 60th Anniversary year, we get a measure of satisfaction from the fact that this business has stood the test of time.

. Our hope is that, in the years ahead, we may continue to warrant the confidence of our customers and shippers through conscientious service and fair dealing.

**RUFFNER, McDOWELL & BURCH, INC.**

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

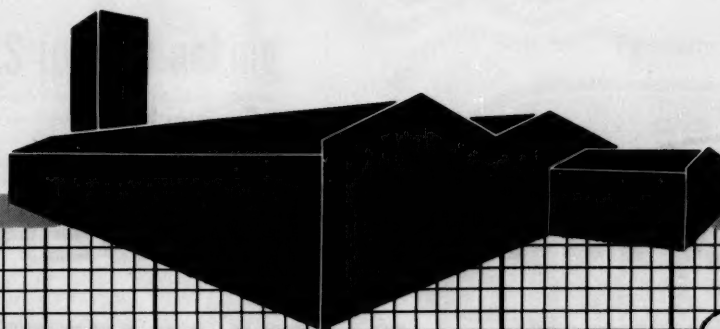
**"It pays to trade the Ruffner way"**

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**COFFEE BROKERS AND AGENTS**

COFFEE & TEA INDUSTRIES and The Flavor Field





**D**on't miss your chance!  
Participate in this growing field —  
and—get the best.

The manufacture of your private  
label instant coffee is our only busi-  
ness! We have no brand of our own.

We serve many of the largest  
grocery chains and coffee roasters  
throughout the country.

Let us help market your brand —  
our only aim is to produce the finest  
instant coffee obtainable—



**"Instant" sales are going up...**

**SOL CAFÉ MFG. CORP.**

SOLUBLE COFFEE & TEA MANUFACTURERS

180-05 BRINCKERHOFF AVENUE

JAMAICA 12, NEW YORK

Tel: OL 7-0700

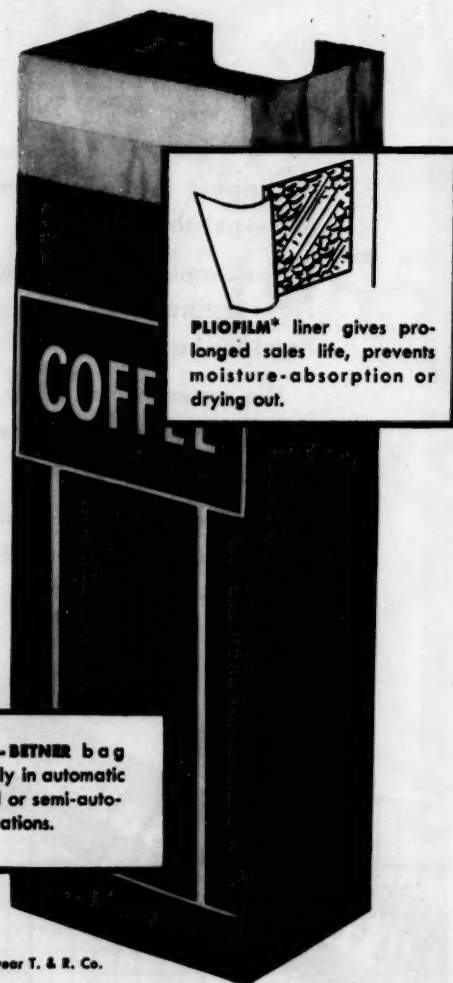


Keep your coffee fresh  
**3 TIMES LONGER**  
 in **FLAV-O-TAINER!**

The first whiff tells the lady she's got fresh coffee! To keep aroma and flavor sealed right in, package it in *extra* protective Shellmar-Betner Flav-O-Tainers. These remarkable bags keep coffee fresh *3 times longer*.

Each Flav-O-Tainer bag has a Pliofilm\* lining that keeps flavor-stealing oxygen from getting in. Seams are hermetically sealed, too. That means a filled bag can be heat-sealed, film to film.

You'll have coffee that is protected from roaster to table if you pack it in safe, thrifty Shellmar-Betner Flav-O-Tainer Bags. And with Shellmar-Betner quality printing your package design will stand out in eye-catching colors.



**PLIOFILM\*** liner gives prolonged sales life, prevents moisture-absorption or drying out.

**SHELLMAR-BETNER** bag fills smoothly in automatic high-speed or semi-automatic operations.

\*TM, The Goodyear T. & R. Co.

**CONTINENTAL  CAN COMPANY**

**SHELLMAR-BETNER**

**FLEXIBLE PACKAGING DIVISION  
 MT. VERNON, OHIO**

Sales Offices in Principal Cities

COFFEE & TEA INDUSTRIES and The Flavor Field



## YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

### 1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

### 2—INSTANT COFFEE DATA

Yours for the asking is a comprehensive survey of the instant coffee field which answers such questions as: How much capital investment do you need to get into the instant market? What additional advertising budget is necessary for instant? What are your chances in competition with national brands? Coffee Processors, Inc., 1111 North Halsted Street, Chicago, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

### 5—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

**SPICE MILL PUBLISHING CO.**  
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name .....

Street Address .....

City and State .....

Signature ..... Title .....

MARCH, 1955

Formerly THE SPICE MILL



78th Year

MARCH 1955

Vol. 78, No. 3

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T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor





### DID YOU KNOW THAT

In 1954, 15%, nearly one-sixth of all the coffee roasted in the United States was roasted in BURNS CONTINUOUS THERMALOS?

### ... AND THAT

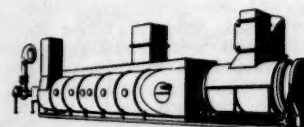
Only five years ago, in 1949, just 6% was roasted in BURNS CONTINUOUS THERMALOS?

### ... AND THAT

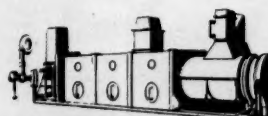
An ever increasing number of producers are turning to BURNS CONTINUOUS THERMALOS which give them not only continuous roasting and cooling, but also the optimum development available only in the Thermalos process?

### ... AND THAT

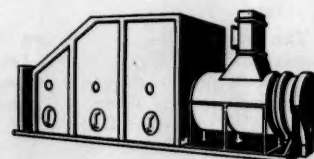
There is a BURNS CONTINUOUS THERMALO for every size and type of producer?



No. 21 Continuous Thermalos



No. 11 Continuous Thermalos



No. 8 Continuous Thermalos

*Write now and find out why you should use BURNS CONTINUOUS THERMALOS.*

**JABEZ BURNS & SONS, INC.**

11th Avenue at 43rd Street • New York 36, N. Y.

**DESIGNERS AND MANUFACTURERS OF FOOD PROCESSING EQUIPMENT**

Engineers

# trends in coffee and tea advertising

**Instant coffee volume went up about 7 per cent last year, regular coffee dropped 12 per cent. Why? Was price the only factor? Here's what advertising budgets indicate . . .**

By BERNARD SACHS, Editor  
Coffee & Tea Industries

*This article was prepared at the request of The Advertiser Magazine, and is appearing in the March issue of that publication.*

Coffee and tea are sister products. Most of the big coffee packers also handle tea, although some of the biggest tea packers don't handle coffee.

But although they are, in the main, sister products, they are different. Their sources vary, their crop conditions are unlike, and their prices go their own ways.

Never, it seems, has this been truer than last year and this. Yet, from their varying situations, each has worked logically toward a similar conclusion: the need for heavier industry-level product promotion.

For coffee, the matter is one of retaking lost ground. The great crisis of 1954 left an impact whose depth the industry is only now beginning to appreciate.

One result was less coffee consumption. The drop in 1954 has been estimated at about 12 per cent. That's a large slice, for coffee or any other industry.

It's a decline which has hastened falling prices and the "bust" phase of the historical "boom and bust" cycle in coffee production. This time producers are looking for ways to crack the cycle.

As 1955 opened, coffee opinion in this country and in the producing areas was definite on advertising and public relations: to recover lost sales, let alone win more volume, more coffee advertising and public relations were needed.

The new lower price trend is clouding this conviction. You now come across opinions that lower prices will automatically restore consumption.

These opinions, we feel, are hazardous. They ignore changes in coffee drinking nurtured by last year's crisis. Coffee consumption did not go down because people drank fewer cups. The cup count held steady. But to brew those cups people used less coffee and more water.

The trend was stimulated by some of the brand advertising.

Looking for an answer to the price climb, some roasters seized on "more cups to the pound" as an advertising key to brand position. In a few instances, the claims became fantastic—more than twice the 40 cups to the pound recommended by the Coffee Brewing Institute.

Some people lay the drop in regular coffee sales last year to instant coffee.

Instant coffee volume did expand in 1954. It is now estimated at slightly over 30 per cent of the national

home coffee market. This means a growth last year of five to ten per cent. One source pinpoints the expansion at seven per cent.

Was this growth at the expense of regular coffee? In part, yes, undoubtedly. Yet at the last National Coffee Association convention spokesmen for big roasters producing both coffees said soluble volume was, in the main, a supplementary and additional market for coffee.

We can draw the same conclusion from the research done for the Pan-American Coffee Bureau on coffee drinking. This is the study which showed that Americans were not drinking fewer cups of coffee last year, but more watery cups.

This brewing shift may well show *where* the market shrinkage took place. That still leaves *why*.

Why opposite trends in such similar products? Why did the country use less ground coffee and more instant?

Price, you can be sure, was part of the answer. Regular coffee was buffeted by a storm of unfavorable publicity. Instant coffee was promoted as a consumer answer to high prices.

But with all the thunder over coffee, a large part of the answer may be no more complicated than this:

*A vastly greater slice of the soluble coffee sales dollar was plowed back into advertising than was done with regular coffee.*

Look at the figures.

Remember that during 1954 instant coffee rose to about 30 per cent of the home coffee market. Were advertising budgets in the same ratio—instant coffee's budget about one third of regular coffee's?

The fact is, *the advertising investment for instant coffee in 1954 was nearly double the investment for regular coffee!*

This was true, at least, in newspaper lineage, according to Media Records Blue Book figures provided to the Bureau of Advertising of the American Newspaper Publishers Association.

In 1954, according to these figures, regular coffee advertising totaled 5,300,644 lines.

During the year instant coffee advertising reached 10,369,283 lines!

These figures don't show *all* newspaper advertising. They cover 119 cities, rather than the entire United States. Moreover, the Blue Book does not include advertising of accounts which place ads in less than three Media Record-measured cities.

*(Continued on page 32)*



## P. A. C. B. NEWS

Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.  
Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • Ecuador  
El Salvador • Guatemala • Honduras • Mexico • Venezuela



©1955

### How to help restaurants profit from the "Coffee-Break"



The Pan-American Coffee Bureau offers you these attractive, full-color display materials at half-cost to help you promote your restaurant customers' business.

The 16 1/4" x 6 1/8" back-bar strip easily adapts to the promotion of daily specials and snacks. The 14" x 5" window streamer attracts the public. The half-cost price to you of each piece is \$10 per 1,000.

Just write the Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y., mentioning the quantity of each display piece you wish.

Sincerely yours,

*Chas. G. Lindsay*  
MANAGER



# Mr. Coffee Salesman

Sometimes it takes an earthquake to produce a hero. Usually he's that average guy you've watched going to and from work. Even as you and I.

He's been battling unspectacularly and then—boom! Something happens.

Now we're not intimating that the recent consumer preference survey conducted by the Coffee Brewing Institute has been of earth shattering proportions, or that coffee salesmen are dyed-in-the-wool Galahads. All we say is that this study has raised their stock.

How?

Let's take a look at a few of the survey findings. Coffee, it says, is a yardstick of quality, a barometer of patronage. This is brought out by the fact that nearly half of the 2,400 persons interviewed listed it as the determining factor in their choice of a place to eat; the number one food item.

That's important. It's important because it harks back to the oft-repeated adage that "good coffee is good business." The boy behind it all is the fellow who packs the freight, so to speak, the man who sells the coffee.

His job, never easy, has been considerably tougher lately.

Until recently the market had been sick. Its gyrations, produced in diagram form, were remarkably akin to a fever chart in appearance and effect. As the market went up the coffee got weaker and weaker in many places. The "experts" who were doctoring the brew were killing the patient. Happily this condition seems to be reversing itself and prospects for a good, authoritative beverage seem brighter.

The commodity is experiencing a period of convalescence. How well, how widely, and how soon coffee will be restored to its natural vigor depends to a great extent on the gentlemen who do the selling.

While price will always be a factor it is becoming increasingly evident that this phase no longer need be stressed at the expense of quality. Quality, in fact, should become the order of the day; quality at brew level which, after all, is the only standard of judgment the consumer knows.

The desire for quality is reflected in the consumers' idea of the factors essential in a cup of good coffee. In the sur-

## **Broadest possible market**

*The mutuality of interest of the coffee consumer and the Coffee producer may sometimes be overlooked, especially when the two are separated, as in the case of coffee, by differences of language and by distance.*

*Both producer and consumer are likely to benefit in the long run from the establishment of the broadest possible market with access to the best possible information.*

*The coffee trade has in the past played an important role in increasing understanding of the consumer and the producer of one another's problems, and I am confident that it will continue to use its best efforts to develop a healthy and expanding coffee trade which will contribute to the welfare of both halves of the hemisphere.*

—John Foster Dulles, U.S. Secretary of State, in a message to the NCA's 44th annual convention.

## **Coffee—largest U. S. import**

*Coffee is the United States' largest import. Indeed, ours is the largest coffee consuming country in the world, and we depend on imports for our entire supply.*

*About 92 per cent is supplied by the 21 Latin American republics and seven per cent by ten countries of Africa.*

*At first glance, our complete dependence on imports may seem unfortunate, but this is actually an advantage, since our imports of coffee enable us to export a long list of U. S. products to our neighbors.*

*This profitable two-way trade among friendly nations is mutually beneficial, helping each to broaden the market for its products, make jobs for its workers and expand prosperity within its borders.*

—Sinclair Weeks, U. S. Secretary of Commerce, in a message to the NCA's 44th convention.

vey they demonstrated clearly that the brew they most prefer must have full flavor and strength. In the final analysis, catering to this taste is what sells coffee. That's the important job that lies ahead.

It is one of the most challenging selling jobs ever to face the industry. That's why the man we're writing about is so important. In the rough and tumble days of not so long ago many had to tailor their pitch to circumstances. Accounts were hard to come by, hard to hold. Consumer taste was all but forgotten in the scramble. Price was being bought and sold rather than coffee, and every inducement in the book was being offered to get business. It was a pie-in-the-sky-with-coffee-on-the-side era. This seems to be on its way out.

If the coffee man is to capitalize on the facts that have been turned up about his best customer—the fellow or girl who plunks down hard cash for a cup of his coffee—he must revert to the traditional practices which have characterized his activities in the past. They can be summarized in one word: Service.

In far too many instances, this phase of the business has all but been forgotten. And it has been missed. Not long ago we were talking to a restaurateur who was recalling the time when his coffee man practically supervised his coffee operation. That meant checking equipment, sampling the brew for flavor quality, furnishing brewing instructions and offering assistance with any problem that might arise in connection with the operation.

That was more than good service, it was good salesmanship.

This type of salesmanship is needed more today than ever before. The myriad of details confronting the restaurant operator have increased in number and complexity. His mind is taken up with hiring and training personnel, with keeping food and labor costs in line, with keeping abreast of the latest methods for preparing and serving foods. He's a busy man, and in most instances would welcome the assistance of a competent coffee salesman.

(Continued on page 41)



**NOW**

**MORE THAN EVER  
IS THE TIME TO**

**SAVE**

**WITH**

**PORTUGUESE  
WEST AFRICANS**

**ANGOLA**

**CABO VERDE \* S. TOMÉ \* TIMOR**

**THEY ARE SWEET AND THEY WILL BRING  
DOWN THE COST OF YOUR BLENDS**

**JUNTA de EXPORTAÇÃO do CAFÉ**

**HEAD OFFICE • RUA AUGUSTA 27 - LISBON • PORTUGAL**

D. SARAIVA



## Coffee Exports from Africa

	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917	1918	1919	1920	1921	1922	1923	1924 *
Kenya ...	150,307	209,373	347,110	231,804	269,332	385,945	145,512	309,808	308,982	118,000	103,115	126,054	162,432	179,352	241,956	145,990	168,761	167,996	287,182	251,110	210,000
Uganda ...	120,018	108,423	134,078	218,268	236,680	290,178	303,714	313,476	291,024	334,000	308,032	342,830	531,268	356,156	639,576	472,977	573,073	768,515	680,045	606,584	580,000
Tanganyika ...	350,000	314,776	380,417	330,112	332,650	380,873	364,798	330,958	251,382	184,300	263,515	244,494	169,300	234,342	190,350	205,000	207,234	375,915	315,970	326,610	350,000
French West Africa ...	45,466	86,366	112,000	174,000	241,317	309,517	305,000	483,333	333,333	417,500	407,883	653,417	607,300	724,300	837,500	1,062,367	1,066,168	1,087,317	1,189,662	942,363	1,500,000
French Equatorial Africa ...	11,061	18,800	22,000	25,000	37,383	39,850	39,867	5,417	26,700	102,117	51,700	36,800	46,617	98,797	40,250	44,733	78,131	70,817	91,836	43,540	100,000
Cameroon ...	13,426	23,808	24,000	43,000	70,800	89,000	70,700	1,750	110,323	142,750	84,083	111,667	97,633	120,167	103,523	137,800	137,650	144,717	191,965	180,731	190,000
Togo ...	1,070	1,343	2,500*	3,000*	5,767	12,533	11,033	26,067	17,000	5,900	1,300	66,083	8,567	40,667	27,663	33,817	15,617	57,300	48,965	47,471	50,000
Malagasy ...	338,905	259,000	463,000	353,937	686,693	515,650	338,337	373,555	18,828	308,150	750,667	448,759	372,555	488,555	323,759	395,000	748,000	508,700	696,524	804,301	680,000
Belgian Congo & Ruanda Urundi ...	308,486	219,000	280,000	270,000	305,365	351,000	331,883	427,917	482,133	510,117	356,317	531,150	456,317	619,017	809,067	523,900	553,766	590,333	500,000	544,088	570,000
Angola ...	192,220	171,000	325,533	373,383	377,383	345,727	263,886	236,267	325,209	391,567	384,300	514,567	775,000	745,384	903,363	773,983	626,167	1,073,966	794,280	1,239,585	985,000
Sao Tome Principe ...	13,974	14,000	11,153	13,967	11,251	11,359	8,203	5,960	10,438	5,149	9,181	7,500	8,983	7,399	7,000*	5,517	4,403	3,274	4,400	3,940	5,000
Cape Verde Is. ...	1,131	1,129	984	1,133	1,144	2,000	1,348	978	3,139	1,773	3,470	2,500*	2,500*	1,867	333	110	100*	100*	1,879	1,770	2,000
Ethiopia ...	374,780	330,434	343,712	218,818	300,841	56,267*	25,604*	35,000*	180,414	198,040	222,299	353,699	244,383	296,590	397,148	303,529	314,434	493,873	357,431	717,661	630,000
Spanish Guinea ...	8,500*	14,400	17,000*	20,400*	33,800*	37,300*	31,418	40,800*	52,700*	66,429	86,434	96,855	96,254	98,396	115,872	87,006	108,917	88,088	90,100	96,30*	100,000
Liberia ...	34,102	32,911	33,402	33,379	14,896	18,706	15,000	70,023	8,349*	8,349*	13,364	8,349*	8,157	3,330	1,660	2,900	7,750	1,100	3,040	3,150	5,000
British West Africa ...	403	1,384	1,356	4,368	1,008	1,459	5,013	2,315	107	5,306	11,301	19,923	13,906	17,871	14,801	8,945	6,969	3,868	6,869	25,322	58,000
AFRICAN TOTAL	1,670,430	1,673,704	2,397,442	2,108,578	2,656,976	2,630,320	2,118,394	2,435,122	2,299,741	2,497,406	3,081,911	3,176,217	3,801,141	4,067,040	4,362,831	4,368,474	4,880,040	5,326,234	5,266,528	5,580,186	5,880,000
World Total ...	32,548,659	27,380,856	27,746,599	32,514,917	30,356,871	29,049,344	23,736,492	31,008,147	18,007,818	23,613,462	25,845,055	27,196,780	38,061,000	39,067,604	33,180,000	34,308,000	39,146,000	31,710,000	33,320,084	31,820,320	31,500,000
African Percentage of World Total ...	6.9%	6.8%	8.3%	6.3%	8.8%	9.1%	8.9%	11.9%	12.8%	11.9%	11.9%	12.9%	12.8%	12.9%	13.6%	12.4%	16.0%	16.8%	16.4%	18%	18.7%

NOTES: \* Estimate. † French West Africa includes: Ivory Coast, Mauritania, Dahomey, Guinea, Senegal. ‡ Import figure. § British West Africa includes: Gold Coast, Sierra Leone, Nigeria, British Cameroons.

## coffee developments in Africa

### Bigger crops in the making, says Edm. Schluter & Co. Ltd., report

The annual figures tell the story of a steady volume of coffee production. The accompanying notes on individual territories tell a different story, one of widespread new planting and schemes for increased crops. Much of this development is embryonic.

Our notes paraphrase a complex situation, the detail of which is on a very small scale. They show that work on existing production is being intensified and new surfaces of potential are being scratched. Many of the incipient undertakings look highly promising. Most of those concerned with planting by Africans are dependent, assuming a foundation of sound scientific premises, on two main factors: adequate supervision by qualified European technicians, and a stable climate of political development.

For those unacquainted with Africa the picture is no easy one to grasp, and it is rendered no easier by the diversity of detail according to territory. Warring ideologies impart a sense of uncertainty and urgency to the scene.

"It is probable that the ideology which eventually triumphs," writes the editor of the Royal African Society Journal, "is that which most nearly answers the continent's need for technical development."

This is a question both of men and of money.

Coffee, more than most industries awaits the stimulus of technological advance—the conspicuous absence of which may account for the fact that in no part of the world has there been any notable increase in productivity per acre or man-hour during the past 50 years.

After a generation of barely remunerative prices, there

is a danger now that hard-pressed governments may concentrate more on milking the industry by taxation than on feeding it and fattening it with scientific care and attention.

In Latin America there are some 300 U.S. specialists studying improvements in the industry, quite apart from the thousands of nationals of the producers countries themselves, whose individual agricultural departments and associations are working together to a certain extent through their federation, FEDECAME.

In Africa not dissimilar local bodies can be found running independently in each country, each with its own research stations and staffs. Home governments and colonial authorities show increasing interest in the idea of the experts in different African producing countries pooling their knowledge and forming a similar central organization to that in Central America.

The coffee industry, to which few colonial governments attached due importance until postwar price-rises brought it into prominence, is now receiving very necessary attention after long years of neglect in some areas.

Its problems are legion—all those connected with a young unmechanizable industry in a young continent. Though wages everywhere are rising, labor is still inexpensive in comparison with South or Central America. It is in many places scarce, and its general standard of inefficiency decreases the volume—and thus increases the cost—of production per man-hour. At a time when there is widespread agitation, from the U.N. downwards, to improve the



standard of living of Africans, we see here a small illustration of the overriding need to keep the balance between the productivity and wages of labor. At present both are low and the advance in one threatens to outstrip that of the other.

From the marketing angle, the territories are developing slowly, sometimes experimentally, with almost every known type of marketing procedure. Exporters and distributors adapt themselves accordingly.

In world imports, the chief development of the year is the "arrival" of the Ivory Coast robustas in America, placing French West African imports there very close in volume to British East African. This is to some extent a reflection of the policy of *laissez-faire* in the Uganda industry, as a result of which there has been no improvement in quality over the past 20 years.

Increasing competition between Robusta producers, which again now includes Indonesia, for an outlet in the American market should focus everyone's attention on the preparation of their crops from the stage of plant selection right through to cleaning and grading.

Coffee consumption in tropical Africa is making little headway as yet, though sociological advance and increased wages are beginning to reflect the rising standard of living in increased demand for food. On a continent where cannibalism still exists, however, coffee consumption on a big scale may be yet a long way ahead, but it should not be allowed to get out of sight either by those who grow or sell coffee, or by those who look for an alternative to the ever-popular beer.

Things in Africa move slowly, but they move. There is as much danger in sitting still as in forcing the pace. We foresee trouble in different territories on both counts. Those, however, who are overhauling and developing their main industries, of which in all the territories mentioned below, coffee is one, will be able to point to a backdrop of economic progress against which political judgment, right or wrong, will always to some extent be measured.

The 1953-4 crop in Kenya amounted to about 192,000 bags of average quality, and the current crop estimate is 200,000 bags. Rainfall has, as usual, varied with the growing districts, which are widely scattered, but it has on the whole been better than usual.

Production has suffered remarkably little from Mau Mau activity to date, although the three chief coffee-growing districts—Kiambu, Thika and Ruiru—are largely within the Kikuyu tribal boundaries, and the planters there have depended to a great extent in the past upon Kikuyu labor. Police and troops now abound in these districts and coffee planters have become quite accustomed to Mau Mau hunts and skirmishes on the plantations.

The labor problem is in some places acute, and the Nairboi mills, which cure the entire production, had nearly all of their trained African labor force imprisoned as Mau Mau suspects at the beginning of the season. Meru tribesmen, whose Mount Kenya production is of particularly fine quality, have not been entirely free from trouble from the adjacent Kikuyu, but generally Mau Mau infection in other tribes has made little progress.

There are few signs of future increased acreages in European-grown coffee, though it is hoped that improved methods of coffee culture and preparation will increase yields. The major expectation of increased crops is from Africans. The Swynnerton Plan, generously assisted by a £5,000,000 grant from the British government, envisages an increase

## Trade Roast

By DOUGLAS WOOD



in African planters from 15,000 to 140,000 in the next 15 years; upon European supervision may depend much of the success of these schemes. Kenya is noteworthy as one of the few areas in Africa well suited to multiplying its present fine Arabica production, and planning to do so.

Robusta planting is also planned now, which will be an innovation in Kenya.

(Next month: Developments in specific coffee producing areas of Africa.)

### Friele on F.O.A. mission to Brazil

FOA Director Harold E. Stassen has announced the appointment of Berent Friele, former president of the American Coffee Corp., as senior consultant to the director of the FOA Mission to Brazil.

Mr. Friele served as special representative in Brazil for the Coordinator of Inter-American Affairs. Later, he became associated with Nelson A. Rockefeller in private enterprises in Latin America, as a director and senior vice president of the International Basic Economy Corp. and a director and vice president of the American International Association for Economic and Social Development.

He is on leave from the Rockefeller organization to serve in the new consultative post.

### Coffee growing underway in New Guinea

The Australian territory of Papua-New Guinea has a new industry: coffee growing.

Production is now on a small scale, but new plantations are being established every year.

# King Coffee's profit-sharing plan

**Profit sharing has vast potentialities, says John E. King, Jr.  
But don't go into it until you think it through. Here are some  
of the factors to consider — and King's successful solutions.**

After more than two years of careful planning, King Coffee, Inc., Detroit, Mich., has installed a profit-sharing plan for its employees as the fulfillment of a 20-year-old dream on the part of the company president, John E. King, Jr.

At a recent dinner given to all employees, Mr. King recalled how he had been thinking of such a profit-sharing plan ten years ago while serving with the Army in New Guinea, how the need for capital prevented the adoption of any plan in the early postwar years, and how the present plan was finally worked out with the help of expert outside counsel.

Profit sharing should be additional to an employee's regular wages, as a reward for extra teamwork and the sharing of responsibilities with other workers, Mr. King pointed out. It may well be the answer to the many "-isms" plaguing our political economy. With its tremendous potentialities, profit sharing can be extremely rewarding to all King employees, he said.

## Explanatory booklets

After explanatory booklets had been given out, Mr. King distributed certificates showing the amount held by the trustee-bank for each of the 44 participants in the plan. This money is invested by the trustee according to the "prudent man" rule and is available to participants on retirement, upon death or permanent disability, or if discharged for economic reasons. A participating employee can withdraw all funds held in his name if he quits after ten years of continuous employment. If he leaves before ten years, he may draw out a percentage of his share at the rate of ten per cent for each year of employment, but must abandon any claim to the balance. These "relinquishments" of funds are added once a year to the remaining participants' shares in proportion to their individual interests.

The company declined against a cash plan for profit sharing, as it felt such payments were eventually regarded as wages and spent upon—or even before—receipt. A deferred plan meets the needs of the retiring employee much better, and by using the compounding principle, the workers' annual shares eventually add up to a comfortable retirement "nest-egg." It is questionable if the average worker, unaided, has the pertinacity to carry through with a retirement program unless assisted by compulsory saving such as the King plan affords.

However, Mr. King pointed out that even a successful profit-sharing plan should not be expected to take over all the functions of a regular pension plan. Rather, it is intended to be an incentive for employees to be partners in a business enterprise with the immediate goal of operating the business so efficiently that profits follow more or less as a matter of course. By being partners and sharing in the duties and responsibilities of that partnership, a

share of profits is due the employee as a matter of right. Most profit-sharing firms do operate more efficiently than the average in their field. The employees of these firms generally take a very personal and profound interest in keeping down costs, eliminating waste, and devising new and better job methods.

How great a relative value to put on experience was the subject of considerable discussion at the time the plan was drawn up. Should the plan be open to employees after only six months with King or would a minimum of two years be preferable? After deliberation, the committee drawing up the plan settled upon a year's employment as the minimum advisable.

The committee also adopted a point system that attempts to strike a proper balance between reward for faithful service, regardless of job or position, and reward for responsibility given and accepted, as evidenced by salary earned. Both years of service and salary are taken into account in the point formula finally adopted: five points are awarded for each full year of continuous service, with a maximum of 100 points; the employee is awarded two points for each full \$100 up to \$5,000 of annual wages; from \$5,000 to \$10,000 of pay, only one point per \$100 is awarded, with no points being received for compensation exceeding \$10,000 a year. It was felt this formula made allowance for both experience and wages in proper proportion.

All points are totalled for any one year and divided into the profits to be shared for the year (15 per cent of profit before income taxes). The resulting value per point is used to compute each employee's share in the year's profit and is so reported to the bank, which acts as trustee. As is customary, funds deposited with the bank as trustee pass out of King Coffee's control and the profit-sharing committee, composed of four employees, acts on behalf of the participating employees to supervise its investment and authorize payments as needed.

## Four-member committee

Even the selection of the four-member profit sharing committee was the subject of considerable thought, and as finally set up comprises a cross-section of the personnel: one member is elected by the participants from each of three groups, the inside, outside and executive personnel, with each group selecting its own representative only, with a fourth member-at-large being selected by the vote of all participants. Since this committee has numerous, defined duties to perform, care was taken to provide for a continuity of membership, with only two new members elected each year, from nominations by the company's board of directors.

While normal retirement age is considered to be 65,

(Continued on page 41)

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A background of coffee beans, with a white rectangular box tilted at an angle in the center containing the text "HAITI COFFEE".

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DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI



## Two contracts to be available on Exchange; agree on FTC "consent order"

The New York Coffee and Sugar Exchange, Inc., and the New York Coffee and Sugar Clearing Association, Inc., have been notified that Federal Trade Commission Hearing Examiner William L. Pack has approved a settlement and consent order, in the form agreed upon by the Exchange and Clearing Association and the FTC Trial Staff, in the FTC complaint issued last October against the Exchange and the Clearing Association.

The initial decision is not the order of the commission, but the hearing examiner's action will become final and will have the effect of settling the matter unless the commission decides within 30 days to review the proposed settlement.

As compliance with the consent order, the Exchange will make two contracts available for futures trading. One will be a contract covering Brazilian coffee from the ports of Santos, Paranagua, Angra dos Reis, and Rio de Janeiro. The second will be a mild coffee contract covering the principal Colombian coffees—Medellins, Armenias, Manizales, Bogotas, Sevillas, Girardots, Libanos, and Tolimas—and the three prominent Central American coffees, those from Mexico, El Salvador, and Guatemala.

The coffees deliverable under the new mild contract will represent the growths of countries with an annual production of over 9,000,000 bags. This new mild contract will offer Exchange trading in mild coffees for the first time in years.

The consent order was based on a stipulation by the Exchange which denied that any of the respondents had violated the law and which in no way admitted any such violation. The stipulation explicitly states that it was made for settlement purposes only.

It was entered into in view of the desire of the Exchange to avoid the trouble and expense of further proceedings.

Moreover, responsive to the increasing interest in mild coffees throughout the trade, the board of managers of the Exchange believes that the offering of the new mild coffee contract will be an additional attractive trading medium which will broaden the Exchange market and further stimulate futures trading in coffee.

The two new contracts, a "B" (Brazils) contract and an "M" (mild coffees) contract, have been approved by the board of managers of the Exchange, together with authorizing changes in its by-laws. These are now being submitted to the membership of the Exchange.

The Federal Trade Commission complaint, filed October 7th, 1954, charged the Exchange, its officers and certain members, together with the Clearing Association, with improperly limiting Exchange trading solely to Brazilian coffees. Under the current order, in the form agreed upon by the respondents and the Federal Trade Commission staff, the Exchange is prohibited from offering for trading exclusively the forms of contract open for trading on the Exchange during 1954.

The consent order further provides that there must be an Exchange contract or contracts which will not exclude as deliverable Arabica coffees—other than grades and types not suitable for futures trading because of inferior quality, insufficient supply, or lack of uniformity—from those countries which over a three-year period export to the United States an average of 750,000 or more bags of such coffee annually.

Specific provision is made that the Exchange in any of its contracts, may use fixed differentials if they are realistically related to values in the spot market and are re-examined, and if necessary readjusted, not less frequently than every six months.

Finally, the order dismisses the complaint on every person named as a respondent in an individual capacity, as a member of the Exchange, or as a representative of other members of the Exchange.

The order is wholly inapplicable to any member of the Exchange in his individual operations, but relates only to the contracts offered for trading by the Exchange.

## Dear Sir

### letters to the editor

Dear Sir:

We read with great interest the article on coffee extenders now served by some airlines.

We are grateful to you for the space afforded to Mr. Wheelock's opinions on the subject, for this problem of the coffee extenders affects very unfavorably the economy of our producing countries.

The daily newspapers of this capital city gave great prominence to this issue of your magazine.

Jorge I. Montealegre, Secretary  
Sociedad Cooperativa Anonima de Cafeteros de Nicaragua

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## **Solubles**

### **Nestlé's Instant Coffee launched on West Coast with big drive**

Accompanied by a spectacular newspaper, radio and TV campaign, Nestlé's Instant Coffee, a companion blend to Nescafé, is currently making its debut in Los Angeles, San Francisco and San Diego marketing areas, Donald Cady, vice president in charge of advertising and merchandising of the Nestlé Co., Inc., has announced.

Full-price couponing, which scored a resounding success in introducing the product in the East, is being used in the Los Angeles area, he said. In San Francisco, however, a special carton containing two two-ounce jars for the price of one is being used.

Cities in California, in addition to the three mentioned, in which Nestlé's Instant Coffee is being introduced, include Oakland, Richmond, Sacramento, Stockton, San Jose, San Bernardino, Long Beach, Pasadena, Santa Ana and Riverside. Counties include Los Angeles, San Diego, Riverside, Ontario, Redlands, San Bernardino, Fontana, Highland and Cocomonga.

Nestlé's Instant Coffee was previously introduced in New York, Philadelphia, Detroit, Buffalo, Boston and Harrisburg, Pa.

The newspaper campaign got underway late in January with full page advertisements, four colors being used in all papers in which color is available. This is being followed, during the introductory period, with smaller ads, generally

of 1,200 lines, repeated with high frequency. The cities where this large scale campaign will appear are San Francisco, Los Angeles, Long Beach, Pasadena, Sacramento, San Bernardino, San Diego, Santa Ana, Riverside, Richmond, Stockton and San Jose.

The radio campaign consists of one minute spots, jingle and spoken messages, on a semi-saturation basis. Cities selected for radio are San Francisco, Los Angeles, Stockton, Sacramento and San Diego. The TV campaign will consist of spots which include the jingle and a product demonstration. The TV spots are set up for the San Francisco, Los Angeles and San Diego market areas.

Coupons in the Los Angeles area are good for the full price of a regular two ounce jar of Nestlé's Instant Coffee.

The campaign has been planned to reach everyone through major media, including point-of-sale advertising in the stores.

### **Office water cooler dispenses hot water for making instant coffee**

The Ebco Manufacturing Co., Columbus, Ohio, is introducing an office-type water cooler which also dispenses hot water at just the right temperature for making instant coffee and other hot beverages.

The new standard size units, which come in both pressure and bottle types, are called the Oasis Hot 'N Cold Water Coolers.

"We believe our new and revolutionary hot and cold water coolers, which were developed after months of research and testing, will win wide acceptance by business and industry," Ebco president A. R. Buena declared. "Now,



# **IN PRODUCTION**

- ✓ THE NEWEST AND MOST MODERN PLANT FOR THE PRODUCTION OF "YOUR OWN BRAND" INSTANT COFFEE.
- ✓ POWDERED AND LIQUID INSTANT COFFEES OF ASSURED QUALITY WITH PROMPT DELIVERY AT COMPETITIVE PRICES.
- ✓ A COMPLETE SERVICE TO THE COFFEE TRADE.

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## **COFFEE INSTANTS, INC.**

133-23 35th AVENUE

FLUSHING 54, N. Y.

Telephone FLushing 3-1444 - 45

for the first time, an economical method has been perfected to help reduce 'time lost' labor costs that stem from 'coffee break' periods."

The Oasis Hot 'N Cold pressure model has an additional red-colored gooseneck spigot for hot water, as well as the conventional spout for cold drinking water. It has a hot water capacity of five quarts, or approximately 25 full cups, and a recovery rate of from 40 to 60 cups an hour.

The bottle model has two push-button faucets in the front of the cooler, one colored red for hot water, the other blue for cold water. This type has the same hot water capacity and recovery rate as the pressure model.

### Big swing to instant coffee in 1954 shown by Iowa study

The year 1954 saw a sudden swing toward instant coffee in Iowa.

This trend is pointed up in the fourth Iowa Brand Inventory, reporting more than 14,000 brands in Des Moines *Sunday Register* subscriber homes.

The 1953 Brand Inventory showed 32.8 per cent of the families using some brand of instant coffee.

The 1954 report shows 53.6 per cent using instant coffee.

A slight drop was registered in the use of regular coffee.

The leading brand was Maxwell House, used by 30.7 per cent of the families surveyed. Folger's was next with 25.4 per cent, and Nescafe was third with 18.1 per cent.

Trailing these leaders were Borden's, 10.4 per cent; Chase & Sanborn, 7.7 per cent; Sanka, 7.3 per cent; Postum, 1.2 per cent, Nash's, 1.2 per cent; Jewel Tea, 1.0 per cent.

Thirteen other brands accounted for 1.7 per cent of the market.

### NCA names committees for coming year

Committee members for the coming year have been named by the National Coffee Association:

Agricultural development—Leslie E. Springett, chairman; E. E. Hood, John Naumann.

Government Coffee Purchasing—Peter Folger, chairman; Cecil L. Hudnall, R. A. Vilas, R. B. Sasseen.

Brewing—T. Carroll Wilson, chairman; A. M. Kaiser, George Kammer, George E. Kimpel, J. L. Kopf.

Constitution and By-laws—Fred H. Silence, chairman; Edward Aborn, F. W. Buxton, A. C. Glover.

Food and Drug Law—Charles F. Slover, chairman; A. C. Glover, George E. Kimpel, Milton J. Ruth, T. C. Scull.

Convention—H. F. Gavigan, chairman; James DeArmond, Jerome S. Neuman.

Membership—Earl B. Ackerman, chairman; J. L. Robinson, vice-chairman; E. A. Johnson, George Westfeldt Jr., J. G. Wick.

Public Relations Advisory—Jerome S. Neuman, chairman; F. C. Byers, Cecil L. Hudnall, J. A. McMillan, F. H. Silence, Charles F. Slover.

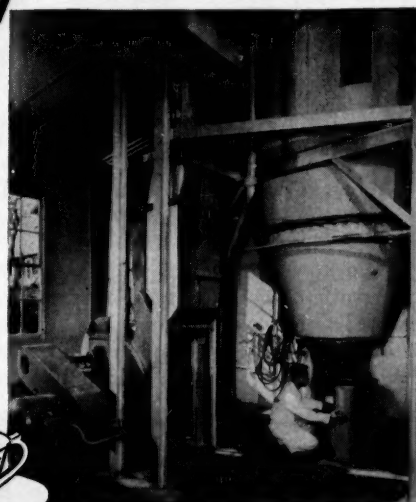
Trade Development—Edward Aborn, chairman; Overton Dickerson, T. J. Prettyman.

Hotel and Restaurant—Philip I. Eisenmenger, chairman; Walter Emmerling, J. S. Garvett, Clarence R. Irish, Jacob Cohn, W. Wirt Wickles Jr.

## Your Most Practical Approach to **SOLUBLE COFFEE** production is thru your **BOWEN REPRESENTATIVE**



● Many of the leading brands of high quality soluble coffee are produced on Bowen Spray Dryers. You too may select equipment to meet the physical requirements you desire for your product—bulk density, particle size, ready solubility and integrity of flavor.



Spray Dryers for soluble coffee production operate automatically to produce 2 to 12 tons of powder daily.

Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

The knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

WRITE FOR INTERESTING BOOKLET—  
"The Bowen Story of Spray Drying"

## BOWEN SPRAY DRYERS

### Always Offer You More!

**BOWEN ENGINEERING, INC.**  
NORTH BRANCH 5, NEW JERSEY

Recognized Leader in Spray Dryer Engineering Since 1926



### **Sharp price drops spur producers to seek ways to stabilize coffee levels**

Spurred by sharp drops in the price of green coffee, producing countries are seeking ways to stabilize the market.

Hastening these developments was Brazil's announced determination not to be put in the position again of holding a "price umbrella" for other producers.

Some of the stabilization efforts were reported to be in the form of "gentlemen's agreements". A number of these reports have been denied, none have been officially confirmed.

In Costa Rica, the government ordered the creation of a Costa Rican Coffee Growers Federation, an autonomous body with its own funds, empowered to enforce price supports on coffee exports.

In the meantime, a coffee price support plan developed by Finance Minister Jorge Rossie was approved by the Central Bank of Costa Rica.

This plan guarantees to exporters a minimum price of 60 cents a pound.

The new Costa Rican federation would be open to all growers, processors and exporters and would include a representative of the Central Bank.

President Jose Figueres said that he was in constant touch with other coffee-growing republics and that the new federation would work in close cooperation with similar bodies in other producer countries.

A report from San Salvador said coffee exporters had

reached an agreement to make \$56 per quintal the minimum price for coffee. However, it was also indicated that success of the price stabilization plan would depend on the support of coffee exporters in other Central American countries.

It was also pointed out that the Compania Salvadorena de Cafe would grant credit to coffee producers in that country at an annual interest rate of three per cent and that the company would take coffee as collateral.

Guatemala asked FEDECAME directors to sponsor a meeting in Washington of finance ministers of member countries, with Brazil and Colombia as well, to find ways to stem falling coffee prices.

One report said Mexico was considering the adoption of a 56 cent f.o.b. minimum price basis.

In Venezuela, Enrique Pimental Parilli, managing director of the Agricultural Bank, announced that the coffee question was under study by the Ministry of Agriculture and by his bank. He said that any measures found necessary would be taken.

#### **Movie patrons drink Colombian coffee**

Patrons of a Manhattan motion picture theatre are drinking Colombian coffee between shows, courtesy of the National Federation of Coffee Growers of Colombia. The coffee is made on the premises and served between 4:30 p.m. and 11 p.m.

In addition to the coffee, copies of the Federation's colorful booklet, "Colombia, Land of Mountain Coffee," are distributed free.

In response, letters and telephone calls from interested consumers are directed to the Federation every week.

**C. A. MACKEY & CO.**  
**Incorporated**

**IMPORTERS - COFFEE**

**ESTABLISHED 1914**

**111 WALL ST. NEW YORK**

## Stable coffee prices in offing, says Leite, citing six factors

Stabilization of coffee prices at "levels satisfactory to consumer, trader and grower alike" are indicated by six factors, according to Horacio Cintra Leite, United States representative of the Brazilian Coffee Institute.

He said these factors were:

1. Increasing U. S. consumption of both regular and powdered coffees.

2. Smaller stocks on hand in consuming centers as a result of last year's decline in imports.

3. Forthcoming stabilization agreements among producing countries with possible U.S. support.

4. Probability of U.S. economic aid to Brazil resulting in strengthening of the cruzeiro.

5. Rise of European and other non-U.S. markets.

6. Reassurance by Brazilian Finance Minister Eugenio Gudin against changes in Brazil's exchange or coffee policies.

Mr. Leite said that the rise in European markets referred specifically to Western Europe and that he had no knowledge of reported Russian offers to take huge quantities of coffee.



## Difficulties from coffee price drops concern U. S., Nixon tells producers

The Western Hemisphere's coffee-producing countries has Vice President Nixon's assurance that the U. S. government is vitally concerned over any economic difficulties the recent drop in coffee prices might bring them.

According to the Associated Press, the vice president told members of the El Salvador coffee men that the U.S. is entering with an open mind into the study of the world coffee situation agreed on at the Inter-American Conference in Brazil last November.

Mr. Nixon said that his government's stand on the problem at the present time is based on the belief that the free play of the market is the best position to take.

It would not be proper for him, he added, to prejudice what position the U.S. might take after the projected study.

The coffee-producing nations have called for international agreement on prices and production similar to the pact now governing world wheat prices, the report said.

## "Coffee Frosted" is newest fashion color

The newest in fashion colors is "coffee frosted".

That's the word from Arnold Constable & Co., New York City department store.

The store devoted one of its Fifth Avenue windows to a display of clothing and accessories in the new color.

MARCH, 1955

## BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

## Coffee

Agents for Reliable Shippers  
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**STANDARD BRANDS**  
INCORPORATED

## 1954 price levels brought 4,000,000-bag cut in U. S. coffee imports; McKiernan

John F. McKiernan, president of the National Coffee Association, told a group of Latin-American coffee growers and exporters in San Salvador that the principal reason for a 4,000,000-bag decline in 1954 coffee imports was a price range "not generally acceptable" to U. S. consumers.

Speaking before representatives of FEDECAME, an organization of 13 coffee-producing countries, the spokesman for the U. S. coffee industry said that last year's spiraling green coffee prices and the inevitable rise in roasted prices had created consumer resistance which cut retail sales considerably.

"It is noteworthy," Mr. McKiernan declared, "that an official study of coffee prices in my country disclosed that our roasters—who have operated under the narrowest margin of profit—showed a lower net income for 1953 than for any of the previous four years."

While figures for 1954 were not available, he believed that net profits for that year would be even lower.

The drastic decline in consumption, said Mr. McKiernan,



nan, caused serious damage to practically the entire U.S. coffee industry, and some of the medium and small sized companies in the United States have had to struggle for survival.

He also stated that between 1946 and 1953, coffee imports into the U.S. increased only 1.7 per cent while population in the coffee drinking age increased by 8.6 per cent.

The U.S. coffee association head called upon FEDECAME representatives to make use of expert agronomy and "all other means, to market coffee at a fair and reasonable price to the consumer, as well as at a fair and reasonable profit for growers and processors."

Mr. McKiernan visited El Salvador as a guest of FEDECAME, which has its headquarters there. He met with coffee growers and exporters at coffee farms and processing plants. Costa Rica, Guatemala and Mexico were also on his itinerary.

FEDECAME is the Federation of Coffee Growers of Central America, Mexico, and the Caribbean, and represents Costa Rica, Cuba, the Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Puerto Rico.

### "Coffee cup" sessions are Wolfson weapon in Montgomery Ward battle

"Coffee cup meetings" are being held in key cities across the country by Louis E. Wolfson in his effort to get control of Montgomery Ward & Co.

He is holding the meetings with stockholders to answer their questions.



# *Fine Colombian Coffees*

## LEONIDAS LARA & SONS INC.

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Cable: NYLORENA

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**Army, Navy to be out of coffee roasting business by summer; last plants closing**

The military forces of the United States will be out of the coffee roasting business by summer.

Decisions disclosed by the Army and the Navy call for the closing of coffee processing centers at the Naval Supply Facility, Brooklyn, N.Y.; the Army General Depot, Atlanta, Ga.; the Naval Supply Center, Oakland, Calif. and the Auburn Army Depot at Seattle, Wash.

Officials of the two services said that decisions were reached in line with Defense Department policy to get the military services out of competition with private enterprises and to save money.

When the Pentagon started studying the military coffee situation two years ago, the services estimated that they were carrying a coffee bean inventory of about \$50,000,000. This figure was in addition to the unspecified cost for maintaining storage and to pay people to handle the coffee and get it ready for shipment.

At that time the Quartermaster Depot at Chicago and the Marine Corps Depot at Philadelphia were instructed to discontinue their coffee roasting activities.

The four coffee centers scheduled for closing by this summer were permitted to continue operations while the armed forces conducted studies into the best ways to insure coffee supplies for men and women in uniform.

The Army said that representatives of the coffee industry would meet to discuss the procedures which will be followed when the military facilities are closed down.

A spokesman said that the Army, which has been responsible for doing most of the coffee buying for all of the services, would propose that it continue to purchase green coffee beans and then contract with private industry to do the roasting and grinding.

**Coffee rumpus was "tempest in a coffee pot",  
Cornell University professor says in study**

The fuss about coffee began as a "tempest in a coffee cup," evolved into a "whodunit" and finally is fading away as "much ado about nothing."

That's how a Cornell University professor—F. A. Pearson—sums up the coffee picture in a 26-page study he calls "The Tempest in the Coffee Pot."

In the study, Professor Pearson explodes fantasies about reasons for price changes in coffee and discusses production cycles and consumption in relation to prices, with charts and diagrams.

He also compares prices and demand for coffee with competitive beverages, including soft drinks.

**Honor salesman on coffee route 36 years**

Completing 36 years in Louisville, Ky. as a route salesman, Guy Taylor was honored at a dinner by his employer, the Standard Coffee Co., New Orleans.

The company transferred B. E. Jones to Louisville from Memphis to establish a Louisville office for setting up additional routes.

**Christensen headquarters now in California**

Clarence E. Christensen, western region sales manager for Maxwell House, has moved his headquarters from Hoboken, N. J. to Oakland, California.

MARCH, 1955



**Leon Israel & Bros., Inc.**  
**Coffee Importers**

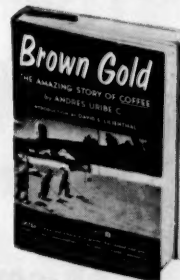
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SAN FRANCISCO	CHICAGO
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**LEON ISRAEL AGRICOLA E EXPORTADORA S/A**  
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**Andrés Uribe C. of the  
Pan-American Coffee  
Bureau has written a  
fascinating  
book about  
the origins,  
history and  
use of coffee**



**Brown Gold**

**By ANDRÉS URIBE C.**  
**Foreword by David Lilienthal**

Every coffee man will want a copy of this great new book. It's full of absorbing information about the growing, harvesting and preparing of coffee... its role in manners, morals and politics, in world commerce and finance. In addition, the book contains many unusual recipes for coffee flavored dishes and drinks. Get a copy today at your bookseller's. 32 photographs, 8 in full color.

**\$5.00. RANDOM HOUSE, N. Y.**



## Crops and countries

coffee news from producing areas

### Brazil devalues coffee dollar, offers buyers 45-day guarantee against new exchange revisions

Brazil devalued its "coffee dollar" early last month, and extended to coffee buyers a 45-day guarantee against exchange revisions.

In addition to the official rate of 18.36 cruzeiros, coffee exporters now receive a bonus of 18.70 cruzeiros for each dollar earned. The old bonus was 13.14 cruzeiros.

The effect was to lower the minimum export rate for Brazilian coffee from 65.7c a pound to 53.88c.

The change for coffee, actually a devaluation in the rate of exchange for the commodity from 31.50 cruzeiros to 37.06 cruzeiros to the dollar, followed an increase in export bonuses for other products put into effect in January.

The devaluation was effected by changing coffee exports from the first to the second category of export products, raising the bonus paid by the government to exporters on the sale of foreign exchange, according to Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The decree also stipulated that if within 45 days of closing any contract the export bonus paid on the exporters foreign exchange proceeds is increased and this incurs any difference in price in foreign currency for the purchaser, he will be compensated in the currency in which the sale was made.

Brazil's Finance Minister, Eugenio Guadin later authorized a government statement that guarantees against possible losses caused by changes in coffee export bonuses "would obviously include any alterations in the exchange rate". The statement also stressed that minimum prices for the current crop would remain "fully effective".

The guarantees were "bona fide guarantee against any loss caused by acts of the Brazilian government relating to exchange or coffee bonuses," he said.

### FEDECAME holding conference in San Juan

FEDECAME—the Federacio Cafetalera Centro America-Mexico-El Caribe—is holding a conference in San Juan, Puerto Rico, in mid-April.

The conference will test all coffees produced by the member countries, and will outline a working program for the organization for the coming year.

### Coffee price drop forces Colombia to curb imports; effect weighed

Colombia set up drastic new import restrictions in an effort to offset the loss of foreign exchange through the drop in world coffee prices.

Many luxury items including automobiles costing more than \$2,000 were totally banned. On cheaper cars, a tax of 160 per cent must be paid.

But lower coffee prices and intensified European competition may not cut into the U. S. export market in Colombia as sharply as has been feared, according to an on-the-spot survey by H. J. Lavin.

Colombia's 12,000,000 people form the tenth largest market in the world for U. S. exports.

## Quality Coffees

### • BRAZILS

SANTOS  
PARANAGUÁ

RIO DE JANEIRO  
ANGRA

### • CENTRAL AMERICANS

GUATEMALA  
SALVADOR

NICARAGUA  
COSTA RICA

### • COLOMBIANS

MEDELLIN  
TOLIMA

ARMENIA  
GIRARDOT

MANIZALES  
LIBANO

### • ECUADORS

UNWASHED

WASHED

# W.R. Grace & Co.

The survey, carried out in Colombia by Mr. Lavin, special analyst for American Exporter Publications, New York trade magazine group, noted that the South American country last year received \$523,600,000 for its coffee, a rise of 12 per cent over 1953, and that it still has a dollar reserve of more than \$200,000,000.

#### See Haiti's coffee earnings cut

#### \$20,000,000 by hurricane damage

According to the recent reports on the hurricane damage in Haiti, export earnings from coffee probably will not exceed \$20,000,000 during the current fiscal year, compared to \$43,500,000 in 1953-54, U.S.D.A. reports.

Hurricane damage to coffee shade trees in Haiti, apart from damage to the coffee trees themselves, may cause a decrease in the yield of trees not otherwise damaged by the hurricane.

An investigation in the Grande Anse and Tiburon areas reveals that approximately one-half of the coffee plants in those areas have already sprouted new leaves and appear to be in good condition.

An extensive program to replant has been undertaken in those areas in Haiti most seriously damaged by the hurricane.

A new coffee tree nursery has been established in the North Department of Haiti, with a capacity of 187,000 plants.

In the southern peninsula of Haiti, where the hurricane struck directly, it is estimated that approximately 50 per cent of the crop in the western tip will be lost during the 1955-56 crop year.

This area normally produces an exportable surplus of some 100,000 bags, and the present estimate is that it will yield only 50,000 bags.

If yields in other producing areas of the country are normal, the exportable surplus of coffee for 1955-56 will amount to approximately 280,000 bags.

#### Canada asked to lift 10% sales tax on green coffee, instant coffee, tea

The government of Canada has been asked to remove the 10 per cent sales tax from green coffee, instant coffee and tea.

The Tea and Coffee Association of Canada said in a brief to the Finance Department that removal of the tax would save consumers about \$9,000,000 a year.

Costs would be lowered and consumption increased, association president Albert E. Nixon said in appealing to Finance Minister Harris to eliminate the tax in the next budget.

He said increased consumption of green coffee in Canada would enable Latin-American suppliers to acquire more dollars to buy more goods from Canada.

#### Suggests way to detect artificial aroma in natural coffee extracts

A procedure for detecting artificial aroma in natural extracts of coffee is described in an abstract of an article by G. Seris (*Ann. Falsif.*, 1954-29).

The presence of an aromatic adulterant in natural extracts of coffee is described in an abstract of an article.

MARCH, 1955

## Lami-Liner COFFEE BAGS

GUARDS FLAVOR AND AROMA      *Made RIGHT!*  
*Proved RIGHT!*

*Complete Line  
for the  
Coffee Packer*

- NY-GLAZE BROWN KRAFT COFFEE BAGS
- Lami-Liner COFFEE BAGS
- WHITE SUPER KRAFT COFFEE BAGS
- THROUGH HEAT SEAL COFFEE BAGS
- STOCK DESIGN COFFEE BAGS
- COFFEE SHIPPING CONTAINERS (SINGLE & DUPLEX)



The laminated moisture-repelling glassine lining was especially developed to give super-protection to coffee . . . guarding its flavor and aroma to assure greater consumer satisfaction.

*Atlantic*  
**COFFEE BAG CO., INC.**

*Let us send samples and quote on your requirements*

220 KOSCIUSKO ST. · BROOKLYN 16, N. Y. · NEVins 8-8100



*It's  
Coffee-er  
Coffee!*

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# SALVADOR COFFEES

*Choice of American Roasters  
Creators of Good Will*

**COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.**

**San Salvador • El Salvador**

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## THE WORLD'S BEST MILD COFFEES

FOR YOUR BEST BLENDS USE  
THE BEST MILD COFFEES IN  
THE WORLD WHICH ARE  
PRODUCED IN:

**COSTA RICA • CUBA •  
DOMINICAN REPUBLIC •  
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GUATEMALA • HAITI • HONDURAS •  
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**FEDECAME (FEDERACION CAFETALERA CENTRO AMERICA-MEXICO-EL CARIBE)**  
ADDRESS: FEDECAME BOX 739 SAN SALVADOR, EL SALVADOR



## On the menu

developments among public feeding outlets

### Let customers share in lower coffee prices,

#### PACB tells restaurants

Lower coffee prices offer roasters an opportunity to upgrade the cup of coffee served by their restaurant customers.

This was pointed out last month by the Pan-American Coffee Bureau.

The upgrading can be done by switching restaurants to a better coffee, or if they are now on top grade, by offering a second cup free and also by brewing to the one-pound-to-two-gallon formula of the Coffee Brewing Institute.

These suggestions were put before restaurant operators in advertisements in leading trade magazines.

Reprints of the advertisement were also offered to roasters for direct distribution to restaurant customers.

Amplifying its suggestion, PACB said the question posed in the current situation is relatively simple:

"Should the restaurant operator slash coffee prices, or should he take advantage of reduced coffee prices to give his customers better value—a still better cup of coffee—and to let them know about it?"

One thing that needs to be taken into consideration is the fact that a reduction of from ten cents to five cents a cup is a 50 per cent cut; and a reduction from 15 cents to ten cents is still a major one—amounting to 33-1/3 per cent. Unfortunately, costs other than the coffee itself have not gone down. Sugar and cream still cost the same amount. Restaurant overhead is still high.

Thus, the mathematics of the situation lead obviously to the other alternative—taking advantage of lower coffee prices to give customers a still better brew, PACB emphasizes.

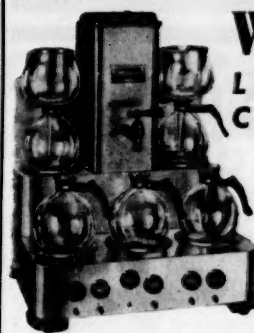
The wisdom of this course was amply demonstrated in a recent survey covering 2,400 restaurant customers in different sections of the country. The results showed incontrovertibly that patrons want—and will search for—a really good cup of coffee. So far as poor coffee is concerned, the customers were equally emphatic.

Surprisingly, perhaps, the survey demonstrated that coffee topped all other items as a means of attracting—and keeping—patrons. Flavor and strength were the most desired elements, accounting for 88 per cent of the attributes wanted in coffee.

The study also revealed what might be termed "the three C's of restaurant success": cleanliness, courteous service, and good coffee. Nearly 50 per cent of all customers queried stated that good coffee was the principal reason for their patronizing a restaurant. Thirty-three per cent said they had stopped visiting a restaurant because of the below-par caliber of the coffee. Only cleanliness and courteous service surpassed coffee as a repeat-business bring-in.

This evidence from an unbiased survey, leads to three specific suggestions as to how restaurant operators may capitalize on the present situation and accomplish the double objective of letting their customers benefit from lower coffee prices while assuring repeat business as a

MARCH, 1955



**WHITE CROSS**  
LEADERSHIP IN  
COFFEE MAKING!

THE  
**SPEEDMASTER**  
Gas or Electric

Exclusive filter process assures  
no waste, no sediment, full rich  
flavor. More coffee per hour  
than any unit of similar size.

Write for information  
**ALL MODELS AVAILABLE**  
Gas or Electric (also plug-ins)

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**NATIONAL STAMPING & ELECTRIC WORKS**

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91 FRONT STREET

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*Green Coffee*

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of

**African Coffees**

- IVORY COASTS
- MADAGASCARS
- CAMEROONS

*at your service*

**John Holt & Co., inc.**  
17 State St. New York 4, N. Y.

result of the excellence of the coffee served, PACB told the restaurant operators.

1. If your roaster has a better grade of coffee than you are now using, change to that better grade.

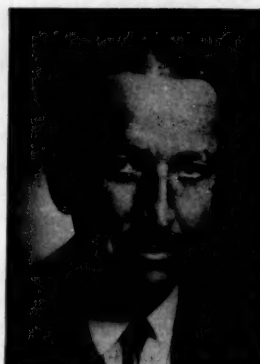
"2. If you are now using a top grade coffee, be more generous with it. Offer a second cup or refill free. It's a hospitable gesture your customers will appreciate.

"3. Above all, use enough coffee—one pound to two gallons of water. Make it fresh, make it often. Follow the brewing directions of The Coffee Brewing Institute, Inc."

**"Jack" Evans, Maxwell House manager,**

**named vice president of General Foods**

John K. (Jack) Evans, general manager of the Maxwell House Division, Hoboken, N. J., has been elected a vice president of the General Foods Corp., White Plains, N. Y.



Mr. Evans' career with General Foods began in 1918, when he joined the Franklin Baker Co., which became a GF subsidiary in 1927. He held positions in sales management and product management prior to his appointment as Maxwell House general manager in 1946.

For many years a director of the National Coffee Association and a member of its executive committee, Mr.

Evans is known throughout the United States and Latin America as a leader in the coffee industry.

He resides in South Orange, N. J.

Under the company's retirement program, Mr. Evans will reach retirement age on August 1st.

### **trends in coffee and tea advertising**

*(Continued from page 13)*

We suspect, though, that the complete lineage report would show even heavier instant coffee advertising. Many regional instant brands made their appearance last year, some of them with advertising probably outside the Blue Book scope.

The available lineage figures are revealing in another way. Comparing 1954 with 1953, we find a similar direction for sales and lineage.

The 1954 newspaper lineage for regular coffee was a drop of 27.3 per cent from the 7,291,130 lines used in 1953.

The 1954 instant coffee lineage, on the other hand, was a rise of 7.6 per cent from the 9,638,887 lines in 1953.

Evidently the fast-breaking, topical nature of the coffee crisis last year drew the expansion in instant coffee advertising to newspapers and, according to incomplete figures, radio.

Expenditures in magazines for coffee advertising were in reverse of the newspaper trend. Less money was spent for instant coffee last year, compared to the year before, and more for regular coffee, according to Magazine Advertising Bureau figures from PIB.



Magazine advertising for regular coffee in 1954 reached \$1,995,385. This figure includes combination copy, for instant coffee too, and in some cases for other products.

The comparable figure for 1953 is \$1,788,427.

Expenditures in magazines for instant coffee totaled \$1,788,545 last year—less than for regular coffee and less than the \$2,038,162 in 1953.

In radio, the pattern was more like the newspaper lineage picture. But the radio figures, from the Broadcast Advertising Bureau, are indicative only. They have gaps.

The biggest gap is spot advertising: figures are only for network sponsorship. Another gap is in time: at this writing, only 11 months have been compiled, again from PIB figures.

Programs which sponsored other products as well as coffee have been eliminated, so the actual coffee total is higher. Where a program has advertised both regular and instant coffee, it is reported under regular coffee.

In 1954, through November, the network radio total for regular coffee was \$212,607—and for instant coffee, \$526,581!

In the 12 months of 1953, the network figure for regular coffee was \$402,965, far more than the 1954 expenditure, even with allowances for the missing December.

In 1953, expenditures for instant coffee on network radio reached only \$364,156, well under the 1954 total for 11 months.

Figures on television advertising of coffee and tea are, unfortunately, unavailable. They would probably reveal some interesting media trends.

#### PACB's "strange flexibility"

Considerably more money for coffee advertising on an industry level might be coming from the Pan-American Coffee Bureau in the future.

"In the future" means probably not before the end of this year.

PACB has placed a suggestion before its 11 member countries. If it is adopted, the Bureau will be working with a budget more than twice its present one.

That's a big "if" . . .

The member countries now contribute to PACB, for coffee promotion, ten cents on each bag of coffee they now export. (That's 132.276 pounds per bag.) The proposal is that the contribution be raised to 25 cents per bag.

What this might mean in PACB advertising and promotion expenditures is indicated by the Bureau's current budget of \$1,200,000 for consumer and trade advertising, and \$300,000 for public relations.

But PACB's funds have a strange element of flexibility. They are based on the amount of coffee shipped. When the United States buys less coffee from the 11 member countries, as happened last year, less money goes to PACB.

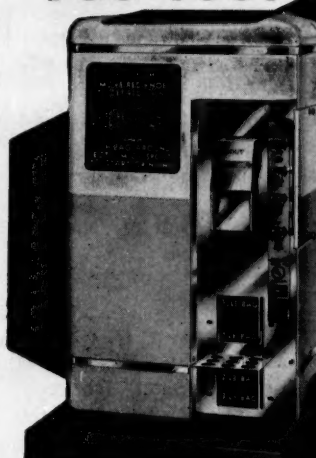
In 1954 coffee exports from PACB member countries to the U.S. totalled only about 14,700,000 bags, according to one estimate. At ten cents a bag, the budget is obviously far from the \$2,000,000 loosely mentioned in coffee circles.

This reverse timing is unfortunate. When the coffee market runs into stormy weather, as it did last year, more funds are needed for aggressive steps to blunt attacks and to hold volume. But less money comes through.

The 25-cents per bag contribution should correct this contradiction.

PACB executives are hopeful, but they don't belittle the

## GRINDMASTERS WILL OPEN THE DOOR FOR YOU TOO!



Write for information on how you can use GRINDMASTERS to greatly increase sales of your bag packed whole bean coffees.

**1**  
Grindmaster's Low Cost encourages Retailer acceptance.

**2**  
The only way to get aroma selling for you and retailer.

**3**  
Makes retailers more willing to feature and promote bag packed coffees.

**4**  
More roasters use the GRINDMASTER to increase whole bean sales than any other make.

**AMERICAN DUPLEX CO.**  
815-827 West Market St. Louisville 2, Ky.

## Drip-O-lator URNS BETTER COFFEE MAKERS

- ★ Restaurants
- ★ Cafes
- ★ Lunch Counters
- ★ Churches
- ★ Clubs
- ★ Private Homes, or wherever large quantities of delicious uniformly brewed coffee is desired

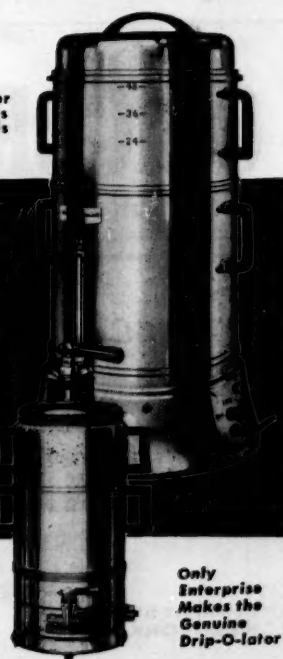
Easy to clean — Easy to use — Requires no bags, cloths or filter papers. Makes the same full-bodied brew everytime.

#### DU-48 URN

48-cup capacity — original, genuine drip process. Tomlinson No-Drip Faucet. Three way switch. 110-120 AC and DC current.

#### GE-18 URN

18-cup capacity. The little brother to the 48-cup urn.



**THE  
ENTERPRISE  
ALUMINUM COMPANY**  
Massillon, Ohio

Only  
Enterprise  
Makes the  
Genuine  
Drip-O-lator

obstacles. The Bureau's top men toured the member countries for the proposal recently, and returned with word that the idea had been accepted "in substance".

PACB president Horacio Cintra-Leite, Brazil's representative, said: "Final approval, expected during the present calendar year, will depend on each country's manner for appropriating the necessary funds. In some cases, legislative action will be required."

Legislative action can be as complicated and uncertain in the Latin American countries as in our own Capitol, sometimes more so.

The Bureau's current budget is focussed on encouraging further growth on the "coffee break".

Magazines, Sunday newspaper supplements, spot radio and trade papers carry the program.

Full pages every four weeks in *Life* and the *Saturday Evening Post* are the big guns. Between times, quarter pages in these books maintain continuity.

#### **Bold, dramatic ads**

The ads are bold and dramatic—big, realistic pictures of plain people taking a coffee break, and short, tight copy.

One-fifth page ads every three weeks in several of the bigger Sunday newspaper supplements—including *This Week* and *Parade*—help cover the major metropolitan areas.

The year's schedule also called for 26 weeks of spot radio over 500 stations of the Mutual network, plus 26 weeks of spot television over 75 stations.

At the year end, PACB turned to outdoor advertising for its "one for the road" campaign, the highway safety drive urging that coffee be the "one for the road" during the holidays. More than 2,500 24-sheet posters, over 1,000 of them illuminated, went up early in December at high traffic locations in 300 cities and towns across the country.

It's a safe bet that PACB will be doing new things in advertising before too long. Apart from the proposed fund increase, which would make for a fundamental overhaul, the program is undergoing constant evaluation.

Stimulating this process is a new advertising manager,

Edward E. Van Horn, who comes to PACB from McCann-Erickson, Inc.

Industry level advertising for coffee stems from another source, the Coffee Brewing Institute, Inc., a dynamic organization sponsored jointly by PACB and the United States trade's National Coffee Association to encourage better coffee brewing.

Under CBI's signature, a column called "Coffee break" with Mary Margaret McBride is appearing alternate months in *Ladies Home Journal*, *Woman's Home Companion*, *McCall's* and *Good Housekeeping*.

The coffee trade in this country is working toward an expansion in its own public relations program.

The National Coffee Association struggled through last year's crisis with an astonishingly small public relations budget. What is contemplated is several times that amount. But it is still a sum woefully small for an industry this size.

The size is somewhat staggering. The United States industry's retail volume has been figured at \$3,000,000,000.

Trade leaders feel strongly this country's coffee industry should be in a position to state its own case—through an NCA public relations program—in terms at least remotely in keeping with the huge volume.

Prodding coffee men into action are the ominously huge promotion budgets of competitive beverages, such as the American Dairy Association's \$5,000,000 for 1955.

The crisis last year produced a pressure so overwhelming the New Orleans Green Coffee Association decided to do its own advertising. It signed up for a ten-week schedule of spots over WSMB.

This was coffee pioneering. No regional association had done anything like it before.

At the year end again, the New Orleans association, together with roasters in the area, rented a plane which flew over the New Year's Day Sugar Bowl game just before game time and at the beginning of the second half. The plane towed a streamer which declared: "Make that one for the road—coffee."

*(Continued on page 45)*

**Headquarters For**

# **CHICORY & COFFEE CEREALS**

**E. B. Muller & Co., Port Huron, Mich. — New York — New Orleans**

*Connections with all Coffee Producing Countries*

## **CARL BORCHSENIUS CO., INC.**

89 FRONT STREET  
NEW YORK, N.Y.

200 BOARD OF TRADE ANNEX  
NEW ORLEANS, LA.

465 CALIFORNIA, ST.  
SAN FRANCISCO, CALIF.

# Ship sailings

## A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
Am-Exp—American Export Lines  
Am-Pres—American President Lines  
ArgState—Argentine State Line  
Am-W Afr—American-West African Line  
Barb-Frn—Barber-Fern Line  
Barb-W Afr—Barber-West African Line  
Barb-Wn—Barber Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Brocklebanks' Cunard Service  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Granco—Transportadora Gran Colombiana, Ltda.  
Gulf—Gulf & South America Steamship Co., Inc.  
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines  
Independence—Independence Line  
JavPac—Java-Pacific Line  
Lamp-Ho—Lampport & Holt Line, Ltd.  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Maersk—Maersk Line  
Mami—Mamenic Line  
Mormac—Moore-McCormack Lines, Inc.  
Nedlloyd—Nedlloyd Line  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Pioneer—American Pioneer Line  
Prince—Prince Line, Ltd.  
R Netb—Royal Netherland Steamship Co.  
Robin—Robin Line  
Royal Inter—Royal Intercocean Lines  
SCross—Southern Cross Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Swed-Am—Swedish American Line  
UFruit—United Fruit Co.  
Wes-Lar—Westfal Larsen Co. Line  
Yamashita—Yamashita Line

Abbreviations for ports  
Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Chsn—Charleston  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
Gj—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jx—Jacksonville  
LA—Los Angeles  
Mt—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nj—Norfolk  
NN—Newport News  
Pa—Philadelphia  
Po—Portland  
PS—Puget Sound  
Sa—Savannah  
SF—San Francisco  
Se—Seattle  
St Ju—Saint John  
Ta—Tacoma  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
3/10	Mabella	UFruit	Cr3/17 Ho3/24 N03/27
3/14	Santa Fe	Grace	LA3/23 SF3/25 Se3/30
3/21	Choluteca	UFruit	Cr3/26 NY4/3
3/22	Lovland	UFruit	Cr3/29 Ho4/5 N04/8
3/31	Byfjord	UFruit	Cr4/5 NY4/13
4/7	Otta	UFruit	Cr4/12 NY4/20
4/24	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
5/30	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

SAILS	SHIP	LINE	DUE
<b>AMAPALA</b>			
3/10	Santa Fe	Grace	LA3/23 SF3/25 Se3/30
3/14	Mabella	UFruit	Cr3/17 Ho3/24 Ho3/27
3/18	Choluteca	UFruit	Cr3/26 NY4/3
3/20	Santa Cruz	Grace	Cr4/1
3/26	Lovland	UFruit	Cr3/29 Ho4/5 N04/8
4/2	Byfjord	UFruit	Cr4/5 NY4/13
4/9	Otta	UFruit	Cr4/12 NY4/20
4/20	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/27	Santa Fe	Grace	Cr5/7
5/26	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

SAILS	SHIP	LINE	DUE
<b>ANGRA DOS REIS</b>			
4/6	Forester	PAB	LA4/25 SF4/27 Va5/3 Se5/4 Po5/8
5/4	Trader	PAB	LA5/23 SF5/25 Va5/30 Se5/31 Po6/4

### BARRANQUILLA

SAILS	SHIP	LINE	DUE
3/13	Avenir	UFruit	N03/24
3/14	Marna	UFruit	NY3/21
3/15	Santa Ana	Grace	NY3/23
3/18	Leon	UFruit	N03/28
3/22	L.H. Carl	UFruit	NY3/29
3/22	Santa Catalina	Grace	NY3/30
3/27	Mataura	UFruit	N04/7
3/28	Copan	UFruit	NY4/4

SAILS	SHIP	LINE	DUE
3/29	Santa Teresa	Grace	NY4/8
4/3	Marna	UFruit	N04/14
4/3	Aggersborg	UFruit	NY4/11
4/5	Santa Ana	Grace	NY4/13
4/6	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/10	L.H. Carl	UFruit	N04/21
4/11	Avenir	UFruit	NY4/18
4/17	Copan	UFruit	N04/28
4/18	Leon	UFruit	NY4/25
4/25	Mataura	UFruit	NY5/2
5/12	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

### BARRIOS

SAILS	SHIP	LINE	DUE
3/10	Lempa	UFruit	Ho3/14 N03/17
3/13	Majorka	UFruit	NY3/20
3/17	Telde	UFruit	Ho3/22 N03/25
3/20	A steamer	UFruit	NY3/27
3/24	La Playa	UFruit	Ho3/29 N04/1
3/27	Mafalda	UFruit	NY4/3
3/31	A steamer	UFruit	N04/5 N04/8
4/3	Cibao	UFruit	NY4/10
4/6	Lempa	UFruit	Ho4/10 N04/14
4/10	Majorka	UFruit	NY4/17
4/14	Telde	UFruit	Ho4/19 N04/22
4/17	A steamer	UFruit	NY4/24
4/21	La Playa	UFruit	Ho4/26 N04/29
4/24	Mafalda	UFruit	NY5/1

### BUENAVENTURA

SAILS	SHIP	LINE	DUE
3/13	Santa Luisa	Grace	NY3/21
3/18	Santa Juana	Grace	LA3/29 SF4/1 Se4/5
3/20	Santa Cecilia	Grace	NY3/28
3/27	Santa Margarita	Grace	NY4/4
4/3	Santa Isabel	Grace	NY4/11
4/6	Elisa	Grace	LA4/17 SF4/19 Se4/26
4/14	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10

MARCH, 1955



SAILS	SHIP	LINE	DUE
<b>CARTAGENA</b>			
3/12	Marna	UFruit	NY3/21
3/13	Avenir	UFruit	N03/24
3/26	Copan	UFruit	NY4/4
3/27	Mataura	UFruit	N04/7
4/3	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/9	Avenir	UFruit	4/18
4/10	L.H. Carl	UFruit	N04/21
5/9	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### CORINTO

3/11	La Coubre	Independence	LA3/19 SF3/21 Va3/28 Se3/29 Po4/2
3/17	Choluteca	UFruit	Cr3/26 NY4/3
3/20	Lovland	UFruit	Cr3/29 Ho4/5 N04/8
3/24	Santa Cruz	Grace	Cr4/1
3/28	Byfjord	UFruit	Cr4/5 NY4/13
4/4	Otta	UFruit	Cr4/12 NY4/20
4/19	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/30	Santa Fe	Grace	Cr5/7
5/25	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### CRISTOBAL

3/18	Mabella	UFruit	Ho3/24 N03/27
3/20	Leon	UFruit	N03/28
3/20	L.H. Carl	UFruit	NY3/29
3/39	Choluteca	UFruit	NY4/5
4/1	Aggersborg	UFruit	NY4/11
4/5	Marna	UFruit	N04/14
4/6	Byfjord	UFruit	NY4/13
4/15	Leon	UFruit	NY4/25
4/19	Copan	UFruit	N04/28

#### DAR es SALAAM

3/10	Roggeveen	Royal-Inter	SF5/12 LA5/16
3/27	Afr Lightning	Farrell	NY4/26
3/28	Harry Coulbreath	Lykes	N05/4
3/30	Kertosono	Nedlloyd	NY5/4 Pa5/6 Ba5/8 N05/13 LA5/27 SF6/1 Po6/5 Se6/8 Va6/12

SAILS	SHIP	LINE	DUE
4/7	Afr Rainbow	Farrell	NY5/7
4/20	Mayo	Lykes	N05/26
4/26	Samarinda	Nedlloyd	NY6/3 Pa6/6 Ba6/8 N06/14 LA6/27 SF7/1 Po7/5 Se7/8 Va7/12
5/26	Lombok	Nedlloyd	NY7/4 Pa7/6 Ba7/8 N07/14 LA7/28 SF8/1 Po8/4 Se8/8 Va8/12

#### EL SALVADOR

3/13	La Coubre	Independence	LA3/19 SF3/21 Va3/28 Se3/29 Po4/2
4/8	Wyoming	French	LA4/18 SF4/21 Va4/25 Se4/29

#### GUATEMALA

3/14	La Coubre	Independence	LA3/19 SF3/21 Va3/28 Se3/29 Po4/2
4/12	Wyoming	French	LA4/18 SF4/21 Va4/25 Se4/29

#### LA GUAIRA

3/10	Santa Paula	Grace	NY3/16
3/12	Santa Ana	Grace	NY3/23
3/15	Santa Sofia	Grace	Ba3/22 NY3/23
3/17	Santa Rosa	Grace	NY3/23
3/19	Santa Catalina	Grace	NY3/30
3/22	Santa Monica	Grace	Pa3/29 NY3/30
3/24	Santa Paula	Grace	NY3/30
3/26	Teresa	Grace	NY4/6
3/29	Santa Clara	Grace	Ba4/5 NY4/6
3/31	Santa Rosa	Grace	NY4/6
4/2	Santa Ana	Grace	NY4/13
4/5	Santa Sofia	Grace	Pa4/12 NY4/13
4/6	Santa Paula	Grace	NY4/13
4/6	Santa Monica	Grace	Ba4/16 NY4/20
4/9	Santa Catalina	Grace	NY4/20

#### LA LIBERTAD

3/12	Mabella	UFruit	Cr3/17 Ho3/24 N03/27
3/13	Santa Fe	Grace	LA3/23 SF3/25 Se3/30
3/18	Santa Cruz	Grace	Cr4/1
3/20	Choluteca	UFruit	Cr3/26 NY4/3
3/23	Lovland	UFruit	Cr3/29 Ho4/5 N04/8

**Where you want it...**  
**When you want it...**

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

## ARGENTINE STATE LINE

Boyd, Weir and Sewell, Inc., General Agents  
24 State Street, New York 4, N. Y., Tel. BO 9-5660



SAILS	SHIP	LINE	DUE
3/30	Byfjord	UFruit	Cr4/5 NY4/13
4/6	Otta	UFruit	Cr4/12 NY4/20
4/22	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/25	Santa Fe	Grace	Cr5/7
5/29	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### LA UNION

3/12	Santa Fe	Grace	LA3/23 SF3/25 Se3/30
3/13	Mabella	UFruit	Cr3/17 Ho3/24 N03/27
3/21	Santa Cruz	Grace	Cr4/1
3/23	Choluteca	UFruit	Cr3/26 NY4/3
3/25	Lovland	UFruit	Cr3/29 Ho4/5 N04/8
4/1	Byfjord	UFruit	Cr4/5 NY4/13
4/8	Otta	UFruit	Cr4/12 NY4/20
4/22	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
4/28	Santa Fe	Grace	Cr5/7
5/28	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### LIMON

3/10	Aggersborg	UFruit	N03/18
3/17	L.H. Carl	UFruit	NY3/29
3/18	Avenir	UFruit	N03/24
3/23	Leon	UFruit	N03/28
3/30	Aggersborg	UFruit	Cr4/1 NY4/11
4/1	Mataura	UFruit	N04/7
4/8	Mama	UFruit	N04/14
4/13	Leon	UFruit	Cr4/15 NY4/25
4/15	L.H. Carl	UFruit	N04/21
4/22	Copan	UFruit	N04/28

#### LOBITO

3/13	Del Rio	Delta	N04/6
3/16	Afr Grove	Farrell	NY4/5
4/1	Afr Pilgrim	Farrell	NY4/30
4/1	Roseville	Am-WAfr	USA5/1
4/2	Del Sol	Delta	N05/1
4/3	Afr Dawn	Farrell	NY4/23
4/18	Tabor	Am-WAfr	USA5/15
4/23	Del Oro	Delta	N05/17
5/16	Del Campo	Delta	N06/10

#### LUANDA

3/11	Del Rio	Delta	N04/6
3/13	Afr Grove	Farrell	NY4/5
3/29	Afr Pilgrim	Farrell	NY4/30
3/30	Roseville	Am-WAfr	USA5/1
3/31	Del Sol	Delta	N05/1
3/31	Afr Dawn	Farrell	NY4/23
4/16	Tabor	Am-WAfr	USA5/15
4/21	Del Oro	Delta	N05/17
5/14	Del Campo	Delta	N06/10

#### MARACAIBO

3/13	Santa Sofia	Grace	Ba3/22 NY3/23
3/20	Santa Monica	Grace	Pa3/29 NY3/30
3/27	Santa Clara	Grace	Ba4/5 NY4/6
4/3	Santa Sofia	Grace	Pa4/12 NY4/13
4/8	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
5/14	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### MATADI

3/10	Afr Grove	Farrell	NY4/5
3/26	Afr Pilgrim	Farrell	NY4/30
3/28	Afr Dawn	Farrell	NY4/23
3/28	Roseville	Am-WAfr	USA5/1
3/29	Del Sol	Delta	N05/1
4/14	Tabor	Am-WAfr	USA5/15
4/19	Del Oro	Delta	N05/17
5/11	Del Campo	Delta	N06/10

#### MOMBASA

3/10	Roggeveen	Royal-Inter	SF5/12 LA5/16
3/17	Afr Lightning	Farrell	NY4/26
3/28	Afr Rainbow	Farrell	NY5/7
4/6	Kertosono	Nedlloyd	NY5/4 Pa5/6 Ba5/8 N05/13 LA5/27 SF6/1 Po6/5 Se6/8 Va6/12
4/9	Harry Culbreath	Lykes	N05/4
4/28	Samarinda	Nedlloyd	NY6/3 Pa6/6 Ba6/8 N06/14 LA6/27 SF7/1 Po7/5 Se7/8 Va7/12 N05/26

## FOR FAST DEPENDABLE DELIVERY

... of your mild coffees  
to United States markets ...  
rely on

## UNITED FRUIT COMPANY STEAMSHIP SERVICE

Regular Sailings between

GUATEMALA	NICARAGUA
EL SALVADOR	COSTA RICA
HONDURAS	COLOMBIA

and NEW YORK · NEW ORLEANS · HOUSTON  
and other U. S. ports

NEW YORK:  
Pier 3, North River  
NEW ORLEANS:  
321 St. Charles St.



## SHIP VIA

GULF & SOUTH AMERICAN  
STEAMSHIP CO.

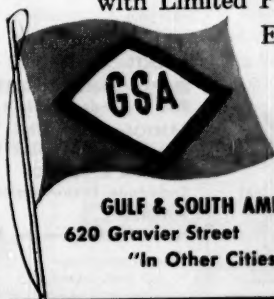
SERVING THE WEST COAST OF SOUTH AMERICA

Fortnightly American Flag Service ...

fast, efficient service from Gulf Ports—  
with Limited Passenger Accommodations.

Expert cargo handling.

Contact us today!



GULF & SOUTH AMERICAN STEAMSHIP CO., INC.  
620 Gravier Street New Orleans, La.  
"In Other Cities Contact Grace or Lykes"

SAILS	SHIP	LINE	DUE
5/1	Mayo	Lykes	N05/26
5/28	Lombok	Nedlloyd	NY7/4 Pa7/6 Ba7/8 N07/14 LA7/28 SF8/1 Po8/4 Se8/8 Va8/12

### PORT SWETTENHAM

3/14	Glenville	Barb-Frn	Gulf4/30
3/28	Bronxville	Barb-Frn	Gulf5/16

### PUERTO CABELLO

3/10	Santa Paula	Grace	NY3/16
3/14	Santa Sofia	Grace	Ba3/22 NY3/23
3/17	Santa Rosa	Grace	NY3/23
3/21	Santa Monica	Grace	Pa3/29 NY3/30
3/24	Santa Paula	Grace	NY3/30
3/28	Santa Clara	Grace	Ba4/5 NY4/6
3/31	Santa Rosa	Grace	NY4/6
4/4	Santa Sofia	Grace	Pa4/12 NY4/13
4/6	Santa Paula	Grace	NY4/13

### PUNTARENUS

3/10	La Coubre	Independence	LA3/19 SF3/21 Va3/28 Se3/29 Pa4/2
3/14	Choluteca	Ufruit	Cr3/26 NY4/3
3/17	Lovland	Ufruit	Cr3/29 Ho4/5 N04/8
3/25	Byfjord	Ufruit	Cr4/5 NY4/13
3/29	Santa Cruz	Grace	Cr4/1
4/1	Otta	Ufruit	Cr4/12 NY4/20
4/17	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
5/4	Santa Fe	Grace	Cr5/7
5/23	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

### PARANAGUA

3/11	Peter Jebsen	Nopal	N03/31 Ho4/3
3/15	Paranagua	Brodin	Ba4/2 NY4/5 Bo4/7 Pa4/8
3/15	Cuba	Lloyd	N04/3 Ho4/8
3/19	Mormacove	Mormac	Jx4/7 NY4/11 Bo4/13 Pa4/15 Ba4/17
3/21	Del Viento	Delta	N04/12 Ho4/17
3/23	Mormacwren	Mormac	NY4/12 Bo4/14 Pa4/16 Ba4/18

3/24	Equador	Lloyd	NY4/11
3/27	Mormacrey	Mormac	LA4/24 SF4/28 Po5/2 Se5/4 Va5/8
3/28	Mormacyork	Mormac	Ba4/16 Pa4/18 Bo4/20 NY4/21
3/28	Itheos	Brodin	Ba4/15 NY4/17 Bo4/20 Pa4/21
4/1	Mormacsurf	Mormac	NY4/20 Bo4/23 Pa4/25 Ba4/27 Ni4/28
4/1	Forester	PAB	LA4/25 SF4/27 Va5/3 Se5/4 Po5/8
4/2	Del Valle	Delta	N04/26 Ho5/1
4/5	Alphacca	Hol-Int	NY4/24 Bo4/26 Pa4/28 Ba4/29 Ni4/30
4/11	Ravnanger	Wes-Lar	LA5/10 SF5/13 Po5/19 Se5/21 Va5/24
4/11	Holberg	Nopal	N05/1 Ho5/4
4/14	Del Monte	Delta	N05/6 Ho5/11
4/19	Axeldyk	Hol-Int	NY5/8 Bo5/10 Pa5/12 Ba5/13 Ni5/14
4/19	Hav	IFC	NY5/6 Pa5/8 Ba5/10 Bo5/13 Mi5/18
4/25	Del Aires	Delta	N05/17 Ho5/22
4/30	Trader	PAB	LA5/23 SF5/25 Va5/30 Se5/31 Po6/4
5/5	Alcyon	IFC	NY5/23 Pa5/25 Ba5/27 Bo5/29 Mi6/4
5/9	Del Mundo	Delta	N05/31 Ho6/5

### RIO de JANEIRO

3/11	Bow Santos	IFC	NY3/25 Pa3/27 Ba3/29 Bo4/1 Ha4/3
3/12	Del Alba	Delta	N03/29 Ho4/3
3/13	Colombia	Lloyd	NY3/27
3/14	Hardanger	Wes-Lar	LA4/6 SF4/9 Po4/16 Se4/18 Va4/21
3/15	Peter Jebsen	Nopal	N03/31 Ho4/3
3/17	Del Mar	Delta	N03/31
3/18	Cuba	Lloyd	N04/3 Ho4/8
3/18	Paranagua	Brodin	Ba4/2 NY4/5 Bo4/7 Pa4/8
3/20	Mormacrey	Mormac	LA4/24 SF4/28 Po5/2 Se5/4 Va5/8
3/26	Del Mar	Delta	N04/12 Ho4/17
3/28	Equador	Lloyd	NY4/11
3/31	Del Norte	Delta	N04/14
4/1	Mormacyork	Mormac	Ba4/16 Pa4/18 Bo4/20 NY4/21
4/7	Forester	PAB	LA4/25 SF4/27 Va5/3 Se5/4 Po5/8
4/9	Alphacca	Hol-Int	NY4/24 Bo4/26 Pa4/28 Ba4/29 Ni4/30
4/9	Del Valle	Delta	N04/26 Ho5/1
4/11	Holberg	Nopal	N05/1 Ho5/4
4/14	Del Sud	Delta	N04/28
4/16	Ravnanger	Wes-Lar	LA5/10 SF5/13 Po5/19 Se5/21 Va5/24
4/19	Del Monte	Delta	N05/6 Ho5/11
4/21	Hav	IFC	NY5/6 Pa5/8 Ba5/10 Bo5/13 Mi5/18
4/23	Axeldyk	Hol-Int	NY5/8 Bo5/10 Pa5/12 Ba5/13 Ni5/14
4/30	Del Aires	Delta	N05/17 Ho5/22

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SAILS	SHIP	LINE	DUE
5/5	Del Mar	Delta	N05/19
5/5	Trader	PAB	LA5/23 SF5/25 Va5/30 Se5/31 Po6/4
5/7	Alcyon	IFC	NY5/23 Pa5/25 Ba5/27 Bo5/29 MI6/4
5/14	Del Mundo	Delta	N05/31 Ho6/5

#### SAN JOSE

3/15	Santa Cruz	Grace	C#4/1
3/16	Santa Fe	Grace	LA3/23 SF3/25 Se3/30
4/22	Santa Fe	Grace	C#5/7
4/26	Santa Cruz	Grace	LA5/3 SF5/5 Se5/10
6/1	Santa Fe	Grace	LA6/8 SF6/10 Se6/15

#### SANTOS

3/10	Bow Santos	IFC	NY3/25 Pa3/27 Ba3/29 Bo4/1 Ha5/3
3/11	Mormactide	Mormac	Bo3/25 NY3/27 Pa3/30 Ba3/31 N#4/1
3/12	Hardanger	Wes-Lar	LA4/6 SF4/9 Po4/16 Se4/18 Va4/21
3/12	Colombia	Lloyd	NY3/27
3/13	Peter Jepsen	Nopal	N03/31 Ho4/3
3/16	Del Mar	Delta	N03/31
3/16	Mormacstar	Mormac	Ba3/30 Pa4/1 NY4/3 Bo4/5 Ha4/7
3/17	Paranagua	Brodin	Ba4/2 NY4/5 Bo4/7 Pa4/8
3/18	Cuba	Lloyd	N04/3 Ho4/8
3/23	Del Viento	Delta	N04/12 Ho4/17
3/24	Mormacdove	Mormac	Jx4/7 NY4/11 Bo4/13 Pa4/15 Ba4/17
3/25	Mormacrey	Mormac	LA4/24 SF4/28 Po5/2 Se5/4 Va5/8
3/27	Equador	Lloyd	NY4/11
3/30	Del Norte	Delta	N04/14
3/30	Ilheos	Brodin	Ba4/15 NY4/17 Bo4/20 Pa4/21
3/31	Mormacyork	Mormac	Ba4/16 Pa4/18 Bo4/20 NY4/21
4/5	Forester	PAB	LA4/25 SF4/27 Va5/3 Se5/4 Po5/8
4/5	Mormacsurf	Mormac	NY4/20 Bo4/23 Pa4/25 Ba4/27 N#4/28
4/6	Del Valle	Delta	N04/26 Ho5/1
4/7	Alphacca	Hol-Int	NY4/24 Bo4/26 Pa4/28 Ba4/29 N#4/30
4/13	Holberg	Nopal	N05/1 Ho5/4
4/13	Del Sud	Delta	N04/28
4/15	Ravnanger	Wes-Lar	LA5/10 SF5/13 Po5/19 Se5/21 Va5/24
4/18	Del Monte	Delta	N05/7 Ho5/11
4/20	Hav	IFC	NY5/6 Pa5/8 Ba5/10 Bo5/13 MI5/18
4/22	Axeldyk	Hol-Int	NY5/8 Bo5/10 Pa5/12 Ba5/13 N#5/14
4/27	Del Aires	Delta	N05/17 Ho5/22
5/3	Trader	PAB	LA5/23 SF5/25 Va5/30 Se5/31 Po6/4
5/4	Del Mar	Delta	N05/19
5/6	Alcyon	IFC	NY5/23 Pa5/25 Ba5/27 Bo5/29 MI6/4
5/11	Del Mundo	Delta	N05/31 Ho6/5

#### TANGA

3/10	Rogveeen	Royal-Inter	SF5/12 LA5/16
3/22	Afr Lightning	Farrell	NY4/26
3/31	Kertosono	Nedlloyd	NY5/4 Pa5/6 Ba5/8 N05/13 LA5/27 SF6/1 Po6/5 Se6/8 Va6/12
4/2	Afr Rainbow	Farrell	NY5/7
4/25	Mayo	Lykes	N05/26
4/27	Samarinda	Nedlloyd	NY6/3 Pa6/6 Ba6/8 N06/14 LA6/27 SF7/1 Po7/5 Se7/8 Va7/12
5/27	Lombok	Nedlloyd	NY7/4 Pa7/6 Ba7/8 N07/14 LA7/28 SF8/1 Po8/4 Se8/8 Va8/12

#### VICTORIA

3/14	Del Alba	Delta	N03/29
3/28	Del Viento	Delta	N04/12 Ho4/17
4/11	Del Valle	Delta	N04/26 Ho5/1
4/21	Del Monte	Delta	N05/6 Ho5/11
5/2	Del Aires	Delta	N05/17 Ho5/22
5/16	Del Mundo	Delta	N05/31 Ho6/5

#### TEA BERTHS

#### CALCUTTA

3/22	Exton	Am-Exp	Bo4/28 NY4/29
4/8	City Carlisle	Eli-Buck	Bo5/11 NY5/12 Pa5/15 N#5/17 Ba5/19
4/8	City Barcelona	Eli-Buck	St Jo5/18 MI5/23
4/9	Examinster	Am-Exp	Bo5/16 NY5/17
4/20	Express	Am-Exp	Bo5/27 NY5/28

#### COCHIN

3/20	Exmouth	Am-Exp	Bo4/14 NY4/15
4/1	Silverstrea	Kerr	Ha4/30 Bo5/2 NY5/3 Pa5/6 Ba5/7 N#5/9 Gulf5/14
4/2	Exton	Am-Exp	Bo4/28 NY4/29

MARCH, 1955

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SAILS	SHIP	LINE	DUE
4/20	Exminster	Am-Exp	Bo5/16 NY5/17
4/29	Express	Am-Exp	Bo5/27 NY5/28

### COLOMBO

3/12	Mather	Cunard	Bo4/13 NY4/15 Pa4/20 N14/22 Ba4/23
3/12	Maskeliya	Cunard	Sa4/12 N04/17 Ho4/22 Ga4/24
3/16	Exmouth	Am-Exp	Bo414 NY4/15
3/19	Glenville	Barb-Frn	Gulf4/30
3/20	Laura	Maersk	NY4/20 M15/4
3/29	Exton	Am-Exp	Bo4/28 NY4/29
3/29	Silverstream	Kerr	Ha4/30 Bo5/2 NY5/3 Pa5/6 Ba5/7 N15/9 Gulf5/14
4/3	Bronxville	Barb-Frn	Gulf5/16
4/6	Else	Maersk	NY5/8 M15/21
4/16	Exminster	Am-Exp	Bo5/16 NY5/17
4/18	Nicoline	Maersk	NY5/16 M15/28
4/19	Fernhill	Barb-Frn	Gulf6/1
4/26	Express	Am-Exp	Bo5/27 NY5/28
5/4	Belleville	Barb-Frn	Gulf6/1

### DJAKARTA

3/12	Bronxville	Barb-Frn	Gulf5/16
3/16	Else	Maersk	NY5/8 M15/31
3/28	Fernhill	Barb-Frn	Gulf6/1

### DJIBOUTI

3/24	Exmouth	Am-Exp	Bo4/14 NY4/15
4/12	Silverstream	Kerr	Ha4/30 Bo5/2 NY5/3 Pa5/6 Ba5/7 N15/9 Gulf5/14
4/25	Exminster	Am-Exp	Bo5/16 NY5/17

### HONG KONG

3/18	Chastine	Maersk	SF411 NY4/28
3/20	Tamesis	Barb-Wn	SF4/11 LA4/13 NY4/29
4/3	Johannes	Maersk	SF4/26 NY5/13
4/5	Fernfield	Barb-Wn	SF4/27 LA4/29 NY5/15
4/18	Bow Canada	Maersk	SF5/11 NY5/30

### KOBE

3/10	Maren	Maersk	SF3/26 NY4/13
3/11	Fernside	Barb-Wn	SF3/27 LA3/29 NY4/14
3/25	Chastine	Maersk	SF4/11 NY4/28
3/26	Tamesis	Barb-Wn	SF4/11 LA4/13 NY4/29
4/10	Johannes	Maersk	SF4/26 NY5/13
4/11	Fernfield	Barb-Wn	SF4/27 LA4/29 NY5/15
4/25	Bow Canada	Maersk	SF5/11 NY5/30

### SHIMIZU

3/12	Maren	Maersk	SF3/26 NY4/13
3/27	Chastine	Maersk	SF4/11 NY4/28
4/12	Johannes	Maersk	SF4/26 NY5/13
4/27	Bow Canada	Maersk	SF5/11 NY5/30

### YOKOHAMA

3/10	Lake	Pioneer	NY4/9
3/15	Maren	Maersk	SF3/26 NY4/13
3/15	Fernside	Barb-Wn	SF3/27 LA3/29 NY4/14
3/30	Tamesis	Barb-Wn	SF4/11 LA4/13 NY4/29
3/31	Chastine	Maersk	SF4/11 NY4/28
4/15	Johannes	Maersk	SF4/26 NY5/13
4/30	Bow Canada	Maersk	SF5/11 NY5/30

<sup>1</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.

<sup>2</sup> Accepts freight for Atlantic and Gulf ports, with transshipment at Cristobal, C. Z.

Dime for cup of coffee is firm's  
birthday gesture to customers

When a Tulsa, Okla., company wanted to mark its tenth birthday recently, it sent a card to customers with a dime attached and the invitation to "have a cup of coffee with us today."

Welex Jet Services, Inc., which offers six basic services to the oil industry, also sent the "cup of coffee" invitation to stockholders and employees.

### Launches Norfolk-Caribbean service

A Port of Norfolk importing-exporting firm is going into the steamship business to serve shippers and manufacturers in the Norfolk hinterland with regular monthly service to and from Caribbean ports.

Captain Harold B. Adams, president of the Virginia Trading and Shipping Corp., Norfolk, notes that a void has existed in steamship service between Virginia ports and some Caribbean countries, such as the Dominican Republic.

The new service will include scheduled stops at Cuba, Haiti, the Dominican Republic, and when business warrants, Colombia. The itinerary will be on a 35-day cycle initially, but the firm expects to step up the schedule to every 15 days in the spring, when an additional vessel may be added to accommodate coffee shipments northbound from Colombia to Norfolk.

The vessel chartered by Virginia Trading and Shipping for the new service is the German motor vessel "Hornum," a 2100-ton Diesel electric.

### King Coffee's profit-sharing plan

(Continued from page 19)

the company realizes "you're only as old as you feel," and provision is made (1) for those over 65 to continue on with the firm, remaining in the plan until eventual retirement, and (2) for those who wish to do so to retire at any time, particularly if they are 100 per cent vested by virtue of ten years employment and can therefore withdraw everything credited to their account in the trust fund.

Although many profit-sharing plans lead in the end to ownership of the majority of the company's stock by the fund, no such eventuality is contemplated at King Coffee; the terms of the plan forbid investment of more than 20 per cent of the trustee funds in King stock. Those drawing up the plan felt it better to diversify the fund's portfolio and to avoid too heavy an interest in the same company that provides the wherewithal for the fund itself.

As Mr. King stated in his remarks to the employees at the time they were given their profit sharing certificates: "We expect our plan will help you to provide for your adequate retirement, and at the same time will make your work more enjoyable and more rewarding. The potential of successful profit sharing is tremendous. Successful profit sharing at King Coffee can bring rewards far beyond our present expectations. We can make profit sharing succeed at King Coffee by working together, with real sincerity of purpose, towards a common end. It's strictly up to us. Let's make it succeed!"

### Mr. Coffee Salesman

(Continued from page 15)

Don't forget that good coffee is vital to his business. Any doubt about this was dispelled in the findings of the recent consumer preference survey, which definitely determined that customers are more loyal to an eating establishment that serves quality brew. Responsibility for achieving and maintaining such quality rests largely on the shoulders of the coffee salesman.

What all this means is that the man who sells the coffee not only has to do a job for his company, but also has to do a job for his clients. Both are dependent on him. That, in essence, is what makes him important.

MARCH, 1955

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<b>AMERICAN SCANTIC LINE</b>	Freight and Passenger Service between East Coast of United States and the countries of	<b>NORWAY DENMARK SWEDEN POLAND FINLAND RUSSIA</b>
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## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries— from:		Visible Supply	—1st of Month	
		Brazil	Others	Brazil	Others	Total
1953						
July .....	1,561	734	949	624	470	1,094
August .....	1,079	408	630	712	38	750
September .....	2,157	1,090	836	724	401	1,125
October .....	1,313	732	766	720	483	1,203
November .....	1,551	761	701	863	365	1,228
December .....	2,181	1,142	1,095	1,203	332	1,535
1954						
January .....	998	838	821	1,075	385	1,460
February .....	1,746	664	1,278	881	511	1,392
March .....	1,866	735	1,224	755	479	1,234
April .....	1,350	634	814	852	365	1,217
May .....	1,089	532	499	687	362	1,049
June .....	1,231	303	789	452	439	891
July .....	868	162	592	311	596	907
August .....	674	247	552	438	640	1,078
September .....	740	266	529	320	572	892
October .....	846	518	398	543	590	1,133
November .....	1,087	501	488	403	512	915
December .....	1,068	975	1,122	1,035	532	1,567
1955						
January .....	1,416	605	871	738	446	1,184
February .....	1,144	411	874	567	425	992

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The coffee outlook

To assess the coffee outlook, evaluation of the coffee price drop becomes necessary.

Whether enough time has passed for this to be done now is a question. But we find of considerable interest comments on the situation by Edm. Schluter & Co., Ltd.

"A distinguished contemporary in Rotterdam has described the cause of recent events as a deep-rooted crisis of confidence, with which we entirely agree; and we repeat that confidence will not be restored by hastily imposed restrictions right and left," this London source says. "When a crisis is deep-rooted, it can only be overcome by striking at the roots.

"The fall in prices has not increased by one bag the supplies of coffee available in the world. It may actually have decreased them insofar as it has stimulated demand; and indeed supply and demand even now are only just in balance. Furthermore, the U.S.A. is undoubtedly concerned at the impact on the economy of Latin America of coffee prices which may fall even lower. Why, then, should there be a crisis of confidence?

"Lack of confidence means that the trade as a whole (producers, consumers and distributors) mistrust either current price levels or current support measures, or the soundness, rectitude and long-term success of the one in its relation to the other; and that they foresee the need for further different measures to stabilize the situation.

"What indication is there now that the producer-countries, acting on the same principles and the same advice as hitherto, will change their minds and produce different answers to the same problem? None. Confidence is, therefore, likely to continue at a very low ebb for the time being.

"An increasing awareness of this state of affairs throughout the world may induce Latin American producing before long to meet together in order to find means of introducing stability into the market at levels which do not discourage production to the extent of promoting another 1949-54 shortage. Each country has an individual interest in this, but unless the problem is solved on an international basis one country is bound to benefit at the expense of the other, which means no solution at all. Few will disagree

(Continued on page 58)

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# Editorials

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## "Sell" for coffee

Hold your head up, brother. You're part of a big industry.

Of course you've known all the time coffee was big. But do you know how big?

We've been given an estimate, which is probably pretty close to the mark, that coffee hit a volume of \$3,000,000,000 in 1954.

That's dollar volume. We know, of course, that in quantity we lost ground last year. Consumption dropped about 12 per cent.

Elsewhere in this issue, in the article called "Trends in coffee and tea advertising," we look into some aspects of this matter.

The article notes gains in soluble coffee sales, in contrast to the trend in regular coffee—and cites industry opinion that, in the main, one was *not* at the expense of the other.

"Price, you can be sure, was part of the answer," the article points out. "Regular coffee was buffeted by a storm of unfavorable publicity. Instant coffee was promoted as a consumer answer to high prices.

"But with all the thunder over coffee, a large part of the answer may be no more complicated than this:

*"A vastly greater slice of the soluble coffee sales dollar was plowed back into advertising than was done with regular coffee."*

The article cites media figures which make this point astonishingly clear.

What seems called for is a frank look at coffee advertising and promotion. The crisis of 1954, and subsequent developments, have brought to light a tremendous fact.

It is the fact that coffee advertising and public relations are woefully inadequate.

Measure it by the yardstick of what other industries do. Look at the \$5,000,000 which the American Dairy Association is investing in advertising and promotion this year—with specific, direct attempts to turn the coffee break into a milk break, and to swing people from breakfast coffee to milk.

Even after the coffee earthquake of 1954, we are not fully alive to the need.

The public relations program under consideration at this writing by the National Coffee Association is an improvement over what has been budgeted. But it is far from adequate.

Adoption of the program should be a foregone conclusion,

if only to move on to a basis more in keeping with need and industry size.

But some memories are all too short. In one or two places we have come across opinions that the new, lower prices will automatically take care of things. Consumption will now come back all by itself.

These are dangerous generalizations. They ignore the particular nature of the drop in coffee consumption, the fact that cup count remained the same while brewing habits changed.

They ignore the hazard in watered coffee, the greater vulnerability to competitive beverages.

And they ignore the increased funds competitive beverages are applying to take advantage of that vulnerability.

Coffee volume won't turn upwards just by chance. It will happen only if the industry makes it happen—deliberately, consciously, with time and money and effort.

In the stress of events last year and this, we've tended to lose sight of long term things. Sure, coffee volume dropped in 1954.

But as we were beginning to see before the onset of the crisis, the greatest opportunities for coffee still lie before us. Huge potentials remain to be tapped.

We are moving in the right direction. But we need to walk, not crawl.

Coffee *is* a big industry, brother.

We can keep it big, and make it bigger—if we make the "sell" for coffee big.

## Trade Roast


We don't know whether you missed it, but if you did, turn back now to Page 18 and take a look at this month's "Trade Roast," by Douglas Wood.

"Trade Roast" is, of course, our coffee cartoon, which appears regularly in these pages.

It is a cartoon for coffee men, by a coffee man. Doug Wood is a member of the fraternity in San Francisco, as members of the trade there and elsewhere well know.

Only a coffee man could produce that "Tray of Beans" on Page 18.

We hereby submit, for a coffee Hall of Fame, the character who is saying, with that wonderful, quizzical expression: "Rejections?"



*Importers  
to the Tea Trade  
since 1846*

— • —

**Carter, Macy Company, Inc.**

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.



# trends in coffee and tea advertising

**Optimistic, aggressive, tea men win sales uptrend for third successive year, with Tea Council TV "spots" pointing way. Changes in media use by packers revealed by summary figures.**

*(Continued from page 34)*

In tea the background is different. The market is expanding. In 1954, for the third consecutive year, tea sales increased. Retail sales were up an estimated 7.7 per cent, total sales 9.4 per cent.

Tea people are pushing for an even greater volume. Spokesmen insist the potential has only been scratched.

In the face of a complicated price situation, the feeling in the industry is optimistic and aggressive. Promotions are carried through with an infectious enthusiasm.

At the heart of the advertising program is the Tea Council's television campaign, now on a 52-week, year-round basis in the major television markets.

Donald A. Wells, of the Leo Burnett Co., the Tea Council's agency, says that during the year the TV spots will achieve 951,000,000 impacts for hot tea and 518,000,000 impacts for iced tea.

Reports are that this coming summer the Tea Council's iced tea drive will be supplemented by heavy billboard support, especially in the South.

Operating on a budget of at least \$1,500,000, the Tea Council is a "partnership marketing" venture, sponsored jointly by the Tea Association of the U.S.A. and the producing countries of India, Ceylon and Indonesia.

The \$1,500,000 budget may become larger. In part, it is governed by the volume of tea imports into this country. These have been growing.

In addition, an expanded U. S. market for tea is becoming steadily more important to the producing countries, which see themselves moving toward overproduction.

Anthony Hyde, the Tea Council's executive director, made this a central point in his report to the last Tea Association convention.

Speaking to the producing countries as much as to the U. S. trade, Mr. Hyde emphasized that from the viewpoint of industry well-being, increased demand is much sounder than cutback production.

He also pointed out that money to increase demand, properly used in a well-planned campaign, is an investment which returns itself many times over.

"The ceiling on tea consumption will be set in our own minds," he declared. "The dynamics of an expanding market should enable us to finance an expansion greater than anything we have known to date."

In tea, the spectacular news is, of course, the Tea Council's TV campaign. Unfortunately, no data is available on the use of the medium by tea packers.

Apart from television, magazines captured a larger slice of tea advertising expenditures in 1954 than in 1953. Radio lost some volume. Newspaper linage for tea dropped more than one-third.

The figures turn up surprisingly large expenditures for instant tea.

Take magazine advertising. In 1954, the expenditure for regular tea, including combination copy with instant tea or other products, was \$829,979. This was more than twice the 1953 total of \$366,975.

Last year magazine advertising for instant tea was \$114,744. In 1953 it was \$103,975.

The radio totals are only for network sponsorship, with all the qualifications attached to the network figures on coffee. Here, though, programs sponsoring other products along with tea are included under tea.

In the first 11 months of 1954, the network radio expenditure for tea reached \$726,176. For all of 1953, it was \$871,655.

These figures are, of course, more than 85 per cent Lipton, and they include the programs split for tea, soup mixes and Frostees.

In newspapers, on the Media Records Blue Book account linage basis, the total for regular tea was 1,095,808 lines. This was 37.2 per cent smaller than the 1953 linage.

For instant tea, the 1954 total was 79,542 lines, 32.8 per cent less than in 1953.

The year 1954 was also marked by a heavy barrage of "deal" advertising in tea. But we have no tabulation of the extent to which it went, or the degree to which it cut into ad budgets for other media.

Tea men, like coffee men, are keenly aware of the growth of overall advertising pressure in the country,

*(Continued on page 52)*



This special 48 discount pack is part of the redesigned family of brilliant Gair-Reynolds Foilene cartons made by the Robert Gair Co., Inc., for the James G. Gill Co., Inc., Norfolk, Va. Bulk tea and tea bags are packaged in sparkling gold Foilene, with red and black printing on an Oriental design of dragons. New cartons have upped sales, says Gill president, James Brockenbrough.

**Reilly, Smith, Suttle promoted  
by Lipton in management shift**

Thomas J. Lipton, Inc., directors have promoted three of its top executives.

Harold L. Suttle was named vice president in charge of sales, and William B. Smith vice president in charge of advertising.

Vice president M. A. Reilly was named vice president in charge of marketing, supervising both sales and advertising. Mr. Reilly also was a member of the executive committee.

"These changes in the Lipton management group," explained Carl Wood, executive vice president, "are necessary because of our steady growth over the last several years, and will enable us to better meet the challenges to management in the years ahead."

Mr. Reilly joined Lipton as a salesman on the West Coast in 1922. He became district manager in 1925 and western division sales manager in 1935. He was brought to Hoboken as general sales manager in 1948, and promoted to vice president in charge of sales in 1951.

Mr. Suttle joined Lipton in July, 1938, after ten years of service with Lever Brothers, Boston.

Mr. Smith joined the firm as director of advertising in July, 1946.

**Lived on tea only for 14 years**

Oswald Beard, who claimed to have lived on 60 *cups of tea* a day—and nothing more for the past 14 years, died in London recently.

Like most Britons, he drank tea with milk and sugar.

Beard, who was 58, was wounded in the stomach in



Arthur S. Lall (second from left), India's Permanent Representative to the United Nations, receiving a plaque of appreciation from the tea industry in the U. N. building. Until recently Mr. Lall served as a director and vice chairman of the Tea Council. He was a delegate to the International Tea Conference in 1952 which established the Tea Council. Presenting the plaque are (from left) C. W. Felton, vice president, Henry P. Thomson, Inc.; Mr. Lall; Robert B. Smallwood, president, Thomas J. Lipton, Inc.; Edgar B. Pinto, vice president, Salada Tea Co., Inc.; and Edward C. Parker, president Tetley Tea Co., Inc.

World War I, when he was an army private. He underwent 21 operations, and in 1941 went on the tea diet.

Gifts of tea and sugar helped him in Britain's war and postwar rationing. He used 2¼ pounds of tea every week. The ration once was only two ounces.

## **IRWIN-HARRISONS-WHITNEY, INC.**

### **TEA IMPORTERS**

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)  
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)  
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

# factors influencing U. K. tea values

Tea levels have become a storm center in England. They are even being used as a springboard for attacks against the Churchill government itself.

To put the touchy matter of tea prices in the United Kingdom into proper perspective, the picture was summarized by a Tea Trade Committee composed of all sections of the industry. Here are highlights from that summary . . .

The recent rises in the price of tea are primarily a problem of world supply and demand. While there are many additional reasons for the recent rises, the basic factor nevertheless remains that, although more tea is being produced, world consumption and demands has increased beyond current production.

The great producer countries are India, Pakistan, and Ceylon. Their tea is sold at auctions held in Calcutta, Cochin, Chittagong, Colombo and London. The world price is reached by free bidding among the buyers from all countries. In times of shortage the price is forced up by the competitive bidding of buyers against buyers, all struggling to get enough tea for their consumers.

While it is obviously in the interest of the producer to grow more tea to meet the ever-increasing demand, it must be remembered that it takes five years for a newly planted tea bush to become commercially yielding. It will therefore be some time before newly-planted bushes can have any considerable effect on world production.

Before the war, India and Pakistan combined produced an annual 414,000,000 pounds. Last year India alone produced over 630,000,000 pounds. Ceylon production was 365,000,000 pounds.

This big increase demonstrates that tea growers are doing all they can to meet world demand. However, the increase is partially offset by the increased internal consumption in India, resulting from the rising standard of living. This now stands at around 180,000,000 pounds annually, compared with 80,000,000 pounds (in India and Pakistan together) before the war. It is the Indian government's policy to meet all home demand before exporting.

Before the war Indonesia produced (on average taken between 1934 and 1938) an annual 165,000,000 pounds. Last year it was little more than half that amount. This deficit has arisen, first, because the Japanese uprooted the tea gardens during the war; and second, because Indonesia's unsettled conditions have not attracted the large capital needed to replant the tea gardens and rebuild factories.

Production is increasing in Kenya, Uganda, Tanganyika, and Nyasaland, but it has not yet reached a sufficient volume seriously to affect world supply.

The figures of world supply and demand are given in the accompanying tables. The figures were obtained from the International Tea Committee.

When reading them, there are various points which should be noted, particularly where the figures refer to production and absorption in 1954.

(a) The surplus of production of 6,000,000 pounds is only a paper calculation. It must be realized that this calculation can easily be a little out, and anyway only amounts

## World Tea Production

(in million pounds)

	1934-38 (average)	1953	1954
India .....	414	608	635
Pakistan .....		54	55
Ceylon .....	229	343	365
Indonesia .....	165	81	100
Kenya, Uganda and Tanganyika .....	9	21	28
Nyasaland .....	8	14	17
	825	1,121	1,200
Others (China, Japan, etc.) ex- ports only .....	156	81	90
	= 981	= 1,202	= 1,290

## World Tea Absorption

(in million pounds)

Importing Countries			
United Kingdom ...	438	461	500
Ireland .....	23	16	27
Netherlands .....	23	17	17
Other Europe .....	30	26	33
U.S.S.R. ....	42	—	—
Canada .....	39	46	45
United States .....	83	108	115
Other America .....	12	12	10
Arabia .....	2	15	12
Iran .....	16	7	10
Iraq .....	6	27	28
Other Asia .....	31	32	30
Egypt .....	15	44	35
North Africa .....	30	50	45
Union of S. Africa..	14	25	25
Other Africa .....	11	19	26
Australia .....	46	60	58
New Zealand and Pacific Islands ...	11	16	16
	871	981	1,032

Producing Countries (Internal Consumption)			
India .....	80	170	180
Pakistan .....	—	31	30
Ceylon .....	9	10	10
Indonesia .....	17	18	20
Kenya, Uganda and Tanganyika .....	2	8	10
Nyasaland .....	—	—	—
Others .....	3	1	2
	111	238	252
	= 982	= 1,219	= 1,284



to about one-half of one per cent of world supply.

(b) Tea produced over any 12 months of a year is not all available for that period. It can still be in process of being shipped in the last months of the year, or awaiting shipment.

(c) It is necessary to keep reasonable stocks in the United Kingdom for normal trading purposes and also as an insurance against emergencies like dock strikes, floods, droughts, etc. Before the war this country held up to five months supply. On November 12, 1954, the stock position was only 64,000,000 pounds, while on January 14th, 1955, it had climbed to 98,100,000 pounds. It is estimated that consumption in this country is 10,000,000 pounds a week. From this it can be seen that there is still less than three months stock in hand.

(d) Northern India tea production is a seasonal crop (April to December) and while statistics only show total amounts for the year, it must be remembered that tea is not always available when it is wanted at particular times of the year.

In Great Britain, despite the increased price of tea, consumption, which was under 450,000,000 pounds annually before the war, has steadily increased and is now more than 500,000,000 pounds. It appears still to be increasing.

The annual *per capita* consumption has been: 1934-38, 9.32 pounds; 1952, 8.64; 1953, 9.52; 1954, over 10.

It has already been pointed out that the main reason for the increased price of tea is the excess of demand over supply.

Since 1952 the story has been as follows:

Derationing in Great Britain was delayed until October, 1952. This led to an accumulation of large stocks of com-

mon teas which form the basis of the lower-priced blends. This resulted in the auction price of clean common broken pekoe falling for a short period as low as 1s. 6d per pound, well below the economic level of production. Over 100 tea estates were forced to suspend production.

For a number of reasons, including the high price of coffee, public demand rose steadily all through 1953, particularly in the United Kingdom, America and the Middle East, and auction prices rose steadily.

The North India crop—the only seasonal crop—did not come up to the expectations for 1954.

Floods in India, while not actually causing a great deal of damage to the crops, seriously delayed deliveries, and alarm about them caused keener bidding, thereby temporarily putting up prices.

The London dock strike, with its diversion of ships and cargoes, caused a temporary shortage of tea on the London market.

This was followed by the Calcutta dock strike, which further aggravated this situation.

Grocers have perhaps tended to stock more than usual, and some housewives to buy more than usual in view of rises and rumors of rises in price.

It has been argued that a return to bulk buying might be the cure for increased prices. To return would involve great difficulties in obtaining suitable contracts. Moreover, both political parties are against a revival of rationing.

The history of bulk-buying and derationing is as follows:

(a) In 1949 the government decided that bulk-buying was *not in the public interest*.

(b) In April, 1950, a government mission was sent to

(Continued on page 52)

# "TEA is growing... keep it going!"

## HENRY P. THOMSON, INC.

### TEA IMPORTERS

89 Broad Street  
Boston, Mass.

120 Wall Street  
New York 5, N. Y.

605 Third Street  
San Francisco, Calif.

Member: Tea Association of the U.S.A.

### Tea Movement into the United States (Figures in 1,000 pounds)

	Dec. 1953	YEAR 1953	Jan. 1954	Feb. 1954	Mar. 1954	April 1954	May 1954	June 1954	July 1954	Aug. 1954	Sept. 1954	Oct. 1954	Nov. 1954	Dec. 1954	Year 1954	Jan. 1955
<b>Black</b>																
Ceylon	2,575	45,675	3,093	3,756	4,401	7,062	6,749	4,742	1,585	1,022	2,190	1,653	1,640	1,963	39,856	2,363
India	3,107	37,532	4,048	4,049	5,129	6,432	3,945	3,167	1,588	1,545	2,144	2,283	2,410	3,385	40,871	3,188
Formosa	404	1,874	469	355	137	131	8	92	730	706	677	501	621	372	4,799	801
Java	528	6,714	700	904	1,330	1,165	1,114	1,167	882	429	329	667	688	629	10,004	1,206*
Africa	112	3,786	66	272	710	517	733	1,272	708	258	677	272	67	132	5,710	134
Sumatra	239	4,458	613	593	497	260	629	494	280	130	383	137	289	386	4,691	...
Misc.	121	1,417	405	306	180	431	845	274	253	266	580	571	452	923	5,461	489
<b>Green</b>																
Japan	42	2,698	459	60	57	184	226	328	371	532	512	242	240	179	3,399	231
Misc.	5	312	...	...	...	31	5	5	43	40	12	64	29	27	249	16
<b>Oolong</b>																
Formosa	89	266	14	27	11	49	12	21	20	19	58	70	36	39	377	5
Canton	2	34	1	...	...	...	...	...	6	28	28	10	14	6	93	2
Sentd Cntn	...	35	...	...	...	...	...	2	...	22	14	10	13	3	64	2
Misc.	...	62	8	3	3	...	...	18	2	...	26	...	14	7	3	...
<b>Mixed</b>	22	135	...	...	2	4	18	...	...	25	...	10	...	...	138	1
<b>TOTALS</b>	7,536	104,998	9,876	10,315	13,207	16,266	14,285	11,584	6,468	5,022	7,630	6,490	6,522	8,051	115,715	8,439

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.  
\*Combined with Sumatra

### All time high in iced tea sales to restaurants reached in 1954

Iced tea sales to restaurants have increased by 269 per cent since 1948, it was reported by Anthony Hyde, executive director of the Tea Council of the U. S. A., Inc.

A survey just completed among a representative sample of large, medium and small tea packers discloses that packer sales of iced tea bags to restaurants increased by nine per cent in 1954 over the previous year, and that the 1954 sales were 269 per cent over 1948.

"This spectacular sales increase, amounting to over 6,000,000 pounds in the last six years," Mr. Hyde commented, "is a tribute to the effectiveness of the two-ounce formula in boosting restaurant iced tea sales and profits by giving the public a properly prepared product."

"The two-ounce formula was adopted and endorsed by the Tea Association and The National Restaurant Association in 1948," Mr. Hyde explained. "It calls for two ounces of tea to the gallon, whereas a weaker formula had previously been used which produced a tasteless beverage that restaurant customers found unacceptable."

"In just six years, over 34 per cent of all the restaurants in the country have adopted this formula. We have authenticated records in our files showing that the first season they started with this formula, restaurants increased their sales by as much as 410 per cent. The average for that year runs close to 100 per cent increase. And these increases go on

year after year, compounding the sales and profits these restaurateurs are making."

### Government of Burma, Lipton, start joint tea blending plant at Mandalay

The government of Burma and Lipton, Ltd., have entered into a joint venture agreement to initiate tea blending in Burma, according to the Burmese press.

The government reportedly will establish and operate a processing plant at Mandalay by June, 1955, to be managed by a board composed of government and Lipton representatives.

Lipton, Ltd., will provide technical guidance and will import from India and Ceylon the tea needed for blending.

The agreement is expected to provide some foreign exchange saving on tea imports, which average about 2 million kyats annually (1 kyat=US\$0.21).

### Pakistan tea crop up 4%

The area under the tea crop in Pakistan for the year 1954-55 is 74,000 acres, against 75,000 acres reported the previous year, according to Khalid Askary, Karachi correspondent of COFFEE & TEA INDUSTRIES.

This is a decrease of 1.3 per cent.

The yield for the year 1954-55 is estimated at 54,000,000 pounds, against 52,000,000 pounds in the corresponding estimate last year, or an increase of 3.8 per cent.

The increase is attributed mainly to favorable weather condition prevailing during the year.

### Joseph Swerk stricken suddenly

The coffee trade is mourning the sudden passing of Joseph E. Swerk, manager for many years of the Atlantic Tea Packing Co., Inc., Bristol, Pa.

The company is affiliated with the National Tea Packing Co., Inc., Long Island City, leading trade packers of tea bags.

## Storm over tea rages in England as market fluctuates violently

London saw the tea situation boil over last month, with debate on the subject sweeping the country, stormy remarks in Dublin by Ceylon's visiting Prime Minister, and market fluctuations one day more violent than at any other time in the past 50 years.

Laborites were demanding that the government check tea prices by reimposing controls abandoned in 1952.

The Churchill government was determined to ride out the storm, confident tea prices would stabilize themselves in a free market.

A "partial boycott" of tea was asked by Mrs. Carrington Wood, chairman of the London Housewives Association. A complete boycott, she conceded, would be asking too much of any Englishman.

In Dublin, Ceylon's Prime Minister, Sir John Kotelawala said the price of tea was ridiculous and the marketing system was wrong.

At the mid-month the London market fluctuated violently. In one day, after opening at 5s. 6d. a pound, the price of common teas dived to 3s. 6d. by mid-morning, then recovered to 5s. 6. by the afternoon, and closed firm at 5s. 8d.

Explaining the Conservative government's position, Dr. Charles Hill, spokesman in Parliament for the Ministry of Food, declared:

"The present situation in tea is due to demand being in excess of supply. I want to see the price of tea come down, but those who advocate price control as a way of bringing it down must bear in mind that it would mean

price control, plus subsidy, plus rationing, in order to reduce it at the present time."

Kumar Ghosal, chairman of the India Tea Board, announced that Great Britain last year consumed 500 million pounds of tea—half the world's tea production. He added that the figure for 1954 was 40 million pounds higher than that for 1953.

The British press seized on Sir John's statement, running it under headlines that "tea was coming down, says Ceylon Minister."

The tea Trade Committee, a London tea body representing all segments of the industry, challenged Sir John's remarks that tea was available in Ceylon at 3s. and 4s. per pound, and announced that distributors would buy every ounce at that price.

The Tea Trade Committee also declared that Sir John was incorrect in his statements on the payment of export duty in Colombo. "This is paid over and above the Colombo auction price," they told the press.

A retraction by Sir John was also called for by T. I. Tetley Jones, chairman and managing director of Joseph Tetley & Co., at the company's annual general meeting.

### IGA puts seeds into tea bag

#### cartons as premium offer

IGA has been boosting its sales of 48-count cartons of IGA Royal Guest Tea Bags with a 25 cent packet of Burpee flower seeds inside the package. The seeds were a give-away premium.

IGA reminded its retailers that "the net profit on one-half pound of tea equals the net profit on 18 average sales."



Carefully grown

Carefully selected

Ask Your Importer for

UNCOLORED

**JAPAN GREEN TEA**

Japan Tea Exporters' Association

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SHIZUOKA, JAPAN

Cable Address:  
EXPTASSN



## Is the tea industry 50 years behind the times?

Tea producers in Ceylon have been unduly shaken by a series of articles appearing in Ceylon's *Morning Times* accusing the industry of being 50 years behind the times, according to a report in *The Tea and Rubber Mail, London*.

The author poses the question: "What happens when prices come down?" and points out that the emphasis of late has been on increased yields and that remarkable results are being achieved, thanks to science, modern methods of cultivation and greater knowledge of the use of fertilizers and shade.

"So far, so good—but is it enough to spread costs in the endeavor to achieve a safe cushion against lower price levels in the future? Should not more effort be made to reduce those costs? If so, how? It is a natural, if unsound, feature of many industries (of which tea is certainly one) to give less thought to economies in working during periods when profits are good. In fact, this is obviously the time when particular attention should be paid to new and more efficient methods, for these invariably involve capital expenditure that cannot usually be incurred during lean times. When slumps come (and few would be so bold or so blind to the past as to prophesy that they will not come again to tea) the cry goes up for estate costs to be cut and petty economies are introduced. These are mere amelioratives that, far from strengthening the industry by adding to its efficiency, exert on the whole a weakening influence.

"Moreover, conditions in the tea-producing countries have changed and hand-to-mouth methods of weathering slumps are going to prove increasingly difficult to employ. For political reasons, labor costs are more or less insulated from the vicissitudes of the tea market and this will become more marked as time goes on.

"Even the present drive for higher yields, up to 1,300 and even 1,600 pounds an acre in certain tea-production areas, has its pitfalls. These huge crops necessitate an enormous labor force, both in the field and factory, and with wage trends as they are, it is extremely doubtful whether the spread of costs that many companies hope for as a reward for expenditure on intensive cultivation will ever be realized.

"Looked at from the inside, with the inevitably narrow viewpoint entailed, the tea industry may appear efficient,

and this is undoubtedly true in comparison with other enterprises of tropical agriculture.

"The outside observer, with knowledge of other industries, who turns his attention to tea, is brought up sharp by one admitted and, to him, extraordinary set of facts—namely, that neither in the field nor (to an even greater extent) in the factory have there been any fundamental changes of method since tea in India and Ceylon first started in a haphazard fashion as a commercial industry. Planters and proprietary interests appear to accept this as a matter of course, but an outsider views it with amazement."

The author stresses that "it is to mechanization that the tea industry must mainly look for greater efficiency, i.e., as good or a better product, judged by market standards, at less cost.

"There is, of course, nothing new in this. Mechanization has been talked about for years, much thought has been given to it, small-scale research and experiments have been carried out—and very little has emerged except wishful thinking."

It is suggested that the problem has been tackled from the wrong end and that, while able brains have wrestled with mechanization in the field, far less attention has been paid to mechanization in the factory.

Posing the question of whether, instead of merely following existing manufacturing methods more efficiently, the aim should be at replacing them by a new process altogether, the author examines the various processes. He declares that withering by natural means is largely a snare and a delusion under conditions of practical estate working.

"A machine to wither the leaf by artificial means as soon as it has been brought to the factory has obvious attractions and, in fact, prototypes of such a drum withering machine have been built by one of the best-known British tea machinery firms.

"Experiments with this machine are being carried out in India and East Africa, but so far no more precise information has been divulged."

Ranging over the processes, the author is critical with the objective of clearing the field for new ideas, and concludes: "As long as the old designs satisfy the customer, and

### HALL & LOUDON

ESTABLISHED 1898

#### TEA BROKERS

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service based on experience of many years.

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are in ready demand, it would be unreasonable to expect too much of the tea machinery manufacturers. The impetus for new methods involving new machinery must come from the tea industry itself, from the customer—and so far such an impetus has been sadly lacking.

"If other industries can be taken as a guide, this neglect will cost the tea industry dearly in the future, when prices are down, wages are up still more, there is no margin of profit and no time or money to modernize."

#### **Seeman named chairman of U. S. Board of Tea Experts this year**

Carl Seeman, Jr., of Seeman Brothers, Inc., was named chairman of the U.S. board of Tea experts as they met to set minimum quality standards for tea imports during the coming year.

It was the 53rd tea tasting session for the experts, who met at the New York headquarters of the Food and Drug Administration.

#### **U. S. tea sales up in 1954**

*For the third consecutive year, tea sales increased in the United States market.*

*Here are the figures for 1954, as compared to 1953: In ports—up 10.2 per cent; retail sales—up 7.7. per cent; total sales—up 9.4 per cent (estimated).*

*The total U.S. tea market in 1954, which includes home consumption (grocery sales) plus out-of-home consumption, is estimated at 113,000,000 pounds, up 9,700,000 pounds over 1953.*

*This is an all-time high for total U.S. Consumption.*

**Always ready to serve you.**

**CLEMENT M. HAKIM**

**Tea Importer**

91 Wall Street

New York 5, N. Y.

#### **Biggest iced tea volume target of Midyear Meeting**

*Iced tea sales in 1955 that will top last year's record are the objective of the upcoming industry promotion.*

*Plans for the 1955 drive will be revealed at the Tea Association's Midyear Meeting, to be held April 28th in the Grand Ballroom of the Hotel Biltmore.*

*President Edward J. Vinnicombe, Jr., will report on his recent trip to the producing countries, with color movies.*

*Media plans will be explained, and new iced tea commercials will be shown.*

*The midyear conclave will also be brought up-to-date on major association activities.*

*Cocktails will be served from noon to 12:30 p.m., when lunch will be served. The business session is set to end at 2:30.*

*Chairing the event is Edward C. Parker.*

Named a member of the board was Albert Guarino, of Irwin-Harrisons-Whitney, Inc. He succeeds J. Grayson Luttrell, of McCormick & Co., Inc.

Cameras clicked as the tea experts demonstrated their testing techniques to the press.

The members of the board also include G. T. McCalley, Thomas J. Lipton, Inc.; Jack Halloran, Salada Tea Co., Inc.; Edward Spillane, G. S. Haly Co.; and Joseph Vaskas, The Great Atlantic and Pacific Tea Co.

#### **factors influencing tea prices**

*(Continued from page 48)*

India and Ceylon to explain why it was intended to hand back purchasing to the trade.

(c) The London Tea Auctions were reopened in April, 1951.

(d) Tea subsidies were withdrawn in March, 1952.

(e) Tea rationing was abolished in October, 1952.

(f) It will be noted that the first steps were taken by a Labor government and the policy confirmed by a Conservative government.

Tea in Great Britain is still cheaper than anywhere else in the world (except Australia, where it is subsidized).

At the present time world supply exceeds world demand by a comparatively small amount. The excess is not enough to prevent very keen competition between buyers. Prices are therefore high and may become higher. As soon as the excess becomes larger, either because of increased production or because of lower consumption, prices will fall.

A final appraisal of the situation cannot be made until the 1955 crop can be estimated, which will not be before the late summer.

#### **trends in coffee and tea advertising**

*(Continued from page 45)*

with the greatly intensified bid for the consumer's dollar on the part of competitive beverage.

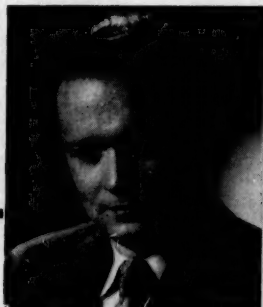
They are aware that putting money into promotion in the same quantity as in past years is moving backwards. They know that stepped-up competition and higher advertising costs mean larger budgets just to hold your ground, let alone make new gains.

And they are acting on that knowledge.

# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## the chemistry



## of vanilla

By JAMES J. BRODERICK, Flavor Chemist  
Givaudan Flavors Inc.

*"The Chemistry of Vanilla"—of which this article is Part II—was originally written as a chapter for a contemplated book.*

In the last article we discussed the "fermentation" of vanilla and the work of Goris. The identity of the aromatic constituents of vanilla beans was studied from an entirely different point of view by Gnadinger. His purely chemical approach followed closely that of Walbaum,<sup>1</sup> who in 1909 identified anisic acid, anisic alcohol and anisic aldehyde in Tahiti vanilla beans.

Walbaum took 9.2 kilos of Tahiti beans and made an ethereal extract from which he separated vanillin by soda liquor. By steam distillation he finally obtained seven grams of a pale brown oil with a pleasant characteristic odor. He determined that approximately six grams of this oil was anisic alcohol and that anisic aldehyde was also present. He could find no heliotropine but was able to identify free anisic acid in the alkaline extract of the vanilla extract.

Gnadinger<sup>2</sup> felt that the Bourbon bean was the more important vanilla bean from a flavor standpoint, and followed Walbaum's procedure approximately, but he used Bourbon bean in lieu of Tahiti beans. He found a much lower percentage of volatile oil (3 gms. oil in 59 kg. beans) in Bourbon beans than Walbaum found in Tahiti beans, and from this volatile oil identified cinnamic alcohol and cinnamic aldehyde. He felt there were other cinnamates present but was unable to identify them. He also found cinnamic acid present in the beans.

From a flavor standpoint, the work of Gnadinger is highly significant, because there is no doubt that the balsamic character of the cinnamates has a great deal to do with the total flavor of true vanilla. We feel that Goris was unable to find the presence of these cinnamates because he presupposed that the only important flavor changes taking place when the green bean is cured is a splitting of the heterosides.

Vincente and Jones<sup>3</sup> in their investigation of the enzyme system of vanilla beans found them to be a com-

plex system and identified oxidase and peroxidase enzymes. They found that oxidation was an important factor in the development of the vanilla aroma and felt that the main part of the oxidation was due to an oxidase rather than a peroxidase. The oxidase enzymes present in vanilla beans are capable of oxidizing a variety of substances, including vanillin, to quinone bodies and thence to condensed stable pigments. It has been found<sup>4</sup> that when vanilla beans are aged at temperatures that do not permit sublimation of the vanillin, that the vanillin content gradually decreases but that the phenol value remains more nearly constant. Vincente and Jones found that the oxidase system was not totally inactive after the curing process, and therefore other oxidative changes take place in the vanilla beans *even after curing*.

What effect curing has on the oxidase system of vanilla is still a question. This problem is the subject of several research projects at the Puerto Rican Agricultural station<sup>5,6</sup> and this author has been making attempts to clarify the problem by studying the effects of the various curing methods on the flavor of vanilla beans. It is an established fact<sup>5</sup> that the enzyme system is not entirely killed by curing and there is no doubt that some curing methods are more thorough in their ability to kill this enzyme than others. On the other hand, although there is no doubt that enzyme activity plays an important part in the development of vanilla flavor, the possibility of non-enzymatic changes must be considered<sup>6</sup>.

After an examination of many varieties, grades and crops of beans, and correlating the differences in flavor and aroma, one begins to recognize those beans that have a more complete, full-bodied flavor, a factor which may be entirely due to oxidase activity, or the oxidase activity may be but a minor factor. Beans, stored properly, but well-aged (two to three years) are distinctly different and usually superior to newer crop beans and this superiority is due to a fuller and more complete flavor. Bourbon beans, properly aged, are usually fuller-flavored than Mexican beans, although extra prime, properly cured Mexican beans show a maximum of this



"aged" flavor. Java beans seem to have felt the greatest effect of the "aging" process, with the result that its flavor is too heavy and woody in most instances.

It is probable that additional factors, other than age, can affect the flavor in a similar manner. For example, Jones and Vincent<sup>7</sup> ran a series of tests to determine the best temperature for the final conditioning of the beans. The flavor of extracts made from the various beans were tested and the beans conditioned at 45° C were found to have the most full-bodied and desirable flavor. Beans cured in an inert atmosphere (nitrogen) or autoclaved at 250°F<sup>8</sup> did not develop their characteristic flavor and remained green. Thus, it was shown that molecular oxygen is essential for vanilla curing and that inactivation of the enzyme system results in an undeveloped vanilla flavor.

The chemistry of vanilla curing is a subject in itself. What we wish to point out here is that enzyme activity is responsible for a great deal of vanilla flavor during curing. This enzyme system is still active after curing and since vanilla beans change in flavor and physical constants on aging, it is logical to assume that enzymes are responsible, at least in part, for aromatic chemical changes, *after curing*.

#### Five conclusions

Our examination of beans cured by different methods and under varying conditions led us to the following conclusions:

1. Only good, sound, green beans give a good cured bean.
2. Beans cured for a higher grade, by appearance, than inherent in the green beans give an undeveloped flavor in the extract.
3. Beans picked before the blossom end is yellow give an undeveloped vanilla flavor, whereas beans allowed to ripen too much longer give a heavy, fuller flavor undesirable in the finished extract.
4. Any sound bean, picked at the proper time and cured by a satisfactory method to the proper grade and stored under proper conditions, will give a satisfactory bean.
5. Maximum flavor development is obtained when beans are properly aged. There are indications that certain curing procedures may shorten this aging step.

Considering the effects of enzymes during and after curing, and the work of the investigators previously cited, the following conclusions can be drawn on the development of the vanilla aroma:

Ripe vanilla beans have little or no aroma before curing. The aroma and flavor develop as a result of changes which take place during the curing process, and to a lesser extent, after the curing process. The chemical substance from which vanillin, the bulk aromatic constituent of vanilla, is formed, occurs in uncured beans in the form of a glucoside, called glucovanillin by Tiemann and vanilloside by Goris. In the curing of mature beans this glucoside is broken down or hydrolyzed to vanillin and glucose by the action of an enzyme of the nature of a beta glucosidase<sup>9</sup>. The hydrolysis of other glucosides present in the beans yields other aromatic compounds which add to the flavor and fragrance of vanilla. The end products of some of the other glucosides are probably vanillic alcohol, protocatechuic aldehyde 1,3,4 and protocatechuic acid 1,3,4.

Cinnamic alcohol, aldehyde and acid have also been found in Bourbon beans, but it is not known if these are the result of the splitting of the heteroside or heterosides that Goris could not identify, or if they, as well as the protocatechuic aldehyde and acid 1,3,4, are formed by the complex enzyme system in the vanilla bean. The action of the enzyme system during and after curing is related to the browning of the bean and the absorption of molecular oxygen<sup>6</sup>.

Tahiti beans do not contain the cinnamates, but a larger quantity, proportionally, of anisic alcohol, aldehyde and acid, and probably do not contain heliotropine, as often reported. Although no work has been done on the constituents, other than vanillin, of beans from Mexico, Java, South America, etc., it is quite evident that from an odor and flavor standpoint they are in the same category as Bourbon beans and that Tahiti beans, the Vanillions of South America, and the wild *Vanilla pompona* of Mexico, can be roughly classified as a second group.

More recently some French investigators<sup>10</sup> reported the presence of para hydroxybenzaldehyde as a natural component of vanilla. In earlier work<sup>11</sup> on the development of chromatographic techniques first proposed in this country for vanilla by Way and Gailey,<sup>12</sup> they found

(Continued on page 58)

## VANILLA BEANS

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# what's new in spices?

By MRS. AVANELLE S. DAY, Director of Home Economics  
Bernard L. Lewis, Inc.

*This article is from a talk recently presented by Mrs. Day at the United Fruit Co.'s annual Food Forum.*

The news in spices and herbs today covers many aspects of these ancient products. They're more available than ever before. We're using more of them. Through research we're finding out new things about them. And, thanks to the Food Forum, the spice industry is, for the first time in history, now standardizing its packaging terms.

It seems to me the most significant new development—one especially important to those of us who develop recipes and cooking information—is that a greater variety of spices have become much more widely available to the average homemaker in the past few years.

The American Spice Trade Association recently estimated that the average food store now offers more than twice as many spices as it did before World War II. The trade reports that there are approximately 50 spices available in this country today, compared with less than two dozen (on the average) 15 years ago.

In other words, the writer of a pizza pie recipe today can be pretty certain that the homemaker who lives in a small town will be able to buy oregano as readily as her counterpart in New York City. Such would not have been the case a few years ago.

Partly the cause of this increased availability, and partly the result, is the fact that America is in the midst of an enthusiastic new interest in spices. Aside from pepper, the supplies of which have still not regained prewar levels, annual spice consumption in this country has risen 37,000,000 pounds since the 1930's. The average American is currently consuming 16 per cent more spices, excepting pepper, than ever before in history!

There are several reasons for this trend. Millions of widely travelled servicemen and increasing numbers of tourists have been returning home to sing the praises of foreign cuisine. Invariably the answer is found in a more imaginative use of herbs and spices. Then, too, spices have fitted into other recent trends in American cooking. They have been found very helpful in stretching the food dollar with cheaper cuts of meat and in getting more mileage out of leftovers. And since they take little time or effort to use, they have been popular in the drive for speedier, easier cooking which has swept America.

I excluded pepper a moment ago when I was talking about the greater use of spices. That is because pepper is a separate story in the spice trade. The pepper planta-

tions of Indonesia, which formerly supplied 80 per cent of our pepper, were destroyed by Japanese occupation troops during World War II. And since it takes five to seven years for a pepper vine to mature, our supplies of this spice have been short and the price high.

However, there is good news today in pepper. Indonesia is coming back as a growing area, and as you may have noticed, the price of pepper has been coming down steadily. Our annual imports are now up to 30,000,000 pounds. How long before we'll reach the prewar level of 50,000,000 pounds a year is hard to tell, but the situation should continue to improve from now on.

As it has with almost every other phase of our daily living, modern research has been brought to spices. The spice industry has established a broad research program—now seven years old—which is seeking to discover new things about spices and to pin down characteristics of these products which have been suspected for centuries.

So far, for instance, we have definitely proven that spices have so little salt in them that they may be used generously in low sodium diets. This research, in fact, led the American Medical Association to *recommend* the use of all spices, except dehydrated celery and parsley flakes, in this type of diet. In the A.M.A. Journal (volume 148, No. 12, March, 1952), there was an article which pointed out that spices could aid doctors in solving the greatest drawback to low sodium diets—the lack of taste which drives patients to cheat and even give up the treatment.\*

Research has also developed some very interesting facts about the preservative powers of spices. Centuries ago, the invention of the sausage came about because meat mixed with spices and stuffed into animal skin castings kept better. But with the discovery of refrigeration, this side of spices was all but forgotten. However, in recent years, the food industry has come to realize more and more that such preservatives as the antioxidants, which retard rancidity, are important adjuncts to processed foods. Through careful research, we have found that almost all spices contain antioxidants. Two spices—sage and oregano—have yielded more powerful preservative components than any of the most potent chemical antioxidants now used in the food industry. This research is still young and needs much more work before it reaches a practical stage, but it promises to be extremely valuable to the processed food manufacturer in the near future.

Research is also probing into the medical side of spices, their physiological effects and their place in the diet.

Speaking of spices in the diet, I hope everyone here realizes that spices, in addition to being low in sodium, are also calorie-free. The seasoning world was all prepared for the "streamlined look" of the fashion world this fall.

An interesting bit of spice news, particularly from the





standpoint of this forum, is the industrywide campaign to standardize the terminology on spice packages. Started two years ago, as a result of questions and suggestions at this Food Forum, this project has had, the trade feels, good results. It was pointed out by editors and authors here that the terms on spice labels varied so much with different manufacturers that it was difficult to write recipe directions which would mean the same thing to all homemakers. So the spice industry started its own terminology standardization drive.

It has been somewhat difficult to bring about changes where more than one term for an item have been equally traditional, but much progress has been made and we are hopeful that the project will be completed soon.

The primary aim of the spice trade today, through research, distribution, packaging and our recipe development activities, is to keep our products in step with the new trends in modern homemaking, and to influence cooking where possible, toward better flavored food. This is what is making news in our field.

#### Stegner elected president of Mexican-Foods Institute

Edward J. Stegner, of Stegner Food Products, Cincinnati, Ohio, was elected president of the Mexican-Foods Institute, Inc., at the final session of the organization's two-day annual convention at the Arizona Manor, Phoenix.

He succeeded William Coughlin, formerly vice president of the Walker's Auxtex Chili Co., Austin, Texas.



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Other officers elected were: E. George Lambrecht, Gentry Division Consolidated Foods Corp., Los Angeles, first vice-president; George Ashley, Sr., Ashley's, Inc., El Paso, Texas, second vice president, and M. F. Lynch, Quaker Oats Co., Chicago, Ill., treasurer.

C. W. Gardiner, XLNT Spanish Food Co., Los Angeles, was elected a director for two years. J. G. Curry, Curry Manufacturing Co., San Antonio, Tex., and J. A. Thomas, Rutherford Food Corp., Kansas City, Mo., are carryover directors for one year. Frank Cuellar, Sr., Cuellar Foods, Inc., Dallas, Tex.; R. G. Scarborough, Rosita Products Co., Inc., Phoenix, and Louis Stumberg, Patio Foods, Inc., San Antonio, continue three-year directorates.

Frank Ullrey was reappointed secretary by the board of directors.

Dr. Arthur N. Prater, vice president of Gentry, discussed spices used in Mexican-type foods.

Ruth Dunlop, woman's feature editor of KPHO and KPHO-TV, told the conventioners about her daily work on behalf of the food field.

#### India weighs scientific pepper production and export promotion

Schemes to develop India's production of pepper on scientific lines, with a view to reducing the cost of production and to increase the margin of profit to the growers were under preparation in consultation with the State Governments concerned, Minister for Commerce D. P. Karmarker declared recently, according to a report from Khalid Askary.

The question of setting up an export promotion council for pepper was also under consideration, the official said.

#### Announces new imitation apple flavors

A new series of Imitation apple flavors in both liquid and crystal form has just been announced by Givaudan Flavors, Inc. These newest creations from the Givaudan flavor laboratories represent many years of research in order to capture the delicate nuances found in apple.

Their stability and concentration are said to make these flavors exceedingly useful to food processors who have long been searching for an imitation apple flavor of the "modern" type—a flavor which has been growing more popular in such products as gelatine desserts, salads, ice pops, sherbets, hard candies, fondants, ice cream, etc.

#### Coffee thief in jug

A truck driver who police say admitted stealing coffee and selling it wholesale for several months was jailed in Dayton, Ohio, recently.

Donald Chafins stole more than 20 cases of coffee, according to the police.

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## coffee, tea men to check packaging trends at Chicago show, conference

With competition continuing to sharpen for grocery shelf space and the consumer's dollar, packers of coffee, tea, spices and flavorings are taking second looks at their package designs, materials and methods.

Those who can are planning to take in two of the major events of the packaging field—the 24th National Packaging Exposition and the annual Packaging Conference.

Sponsored by the American Management Association, they are being held the week of April 18th in Chicago.

More than 30,000 persons are expected to be on hand for the two programs. At the Palmer House April 18th-20th, some 1,500 specialists in packaging, shipping, traffic management and materials handling will discuss packaging problems and techniques of a wide variety of industries.

At the accompanying exposition in the International Amphitheatre April 18th-21st, visitors will tour more than three acres of exhibits showing the latest in equipment, materials and services for the packaging, packing and shipping of goods.

The conference at the Palmer House will be the largest and most comprehensive ever staged in the packaging field by the 20,000-member management educational association. At 15 sessions spread over three full days, more than 40 speakers will report the newest developments in packaging materials, machinery and methods.

In addition to the problems common to all businessmen who package products, the particular needs of manufacturers of specific goods will receive detailed attention in the conference sessions.

More than 380 exhibitors already have reserved more than 95 per cent of the 140,000 square feet laid out for the Packaging Exposition at the Amphitheatre. More than six weeks before the doors swing open on the spectacle, the show already has broken the size records set last year in Atlantic City, N. J., when 361 exhibitors occupied some 130,000 square feet of space. The attendance record was set in 1953 in Chicago, when more than 27,000 visitors thronged Navy Pier; this figure, too, is expected to be surpassed this year.

The Packaging Exposition, one of the nation's largest annual trade shows, is being held in Chicago for the eighth time. This is the first time, however, that it has been scheduled for the International Amphitheatre. The Amphitheatre was selected because its newly constructed street-level Exposition Hall, together with the adjoining South Hall, makes it possible to house the entire panorama of the rapidly expanding young packaging industry on a single floor.

The show will be on display for 32 hours, as compared to 26 last year. It will open at 10 a.m. daily and will close at 6 p.m. on Monday, April 18th; 9 p.m. on Tuesday; 6 p.m.

on Wednesday; and 3 p.m. on Thursday, the final day. The exposition is open without admittance charge to anyone with a business affiliation.

Richard Wellbrock, vice president, New Jersey Machine Corp., Hoboken, N. J., heads the Exhibitors' Advisory Committee for the 1955 show.

Packaging will be scrutinized on a broad front in the conference sessions. Speakers will stress its growing ramifications for marketing, production, warehousing and transport.

Sessions designed for manufacturers of consumer goods will cover the new sales opportunities offered by an expanding economy and the changes in packaging techniques demanded by shifting distribution patterns.

Trends in packaging of foods and other specific products will be considered in detail, along with such overall problems as equipment needed for testing of industrial and consumer packages, standardization and efficient packaging of multi-product lines. Both users and suppliers of packaging materials and machinery are expected to hear representatives of prominent user companies share their experience and suggest ways in which service of packaging suppliers could be improved.

The conference will open at 10 a.m. Monday, April 18th, with a morning-long discussion of cost cutting in warehousing and materials handling. Company representatives will tell how they have improved their scheduling to coordinate production, packaging, warehousing and materials handling.

Sessions Monday afternoon will deal with standardization



Just enough mustard to spice a hot dog is squeezed out of sanitary new single portion pouches made of cellophane coated with Bakelite polyethylene. To overcome excellent tear, burst and tensile strengths of film, a perforated notch is provided at one corner to make it easy for the consumer to open the pouch. Pouches are produced by Custom-Pak, Inc., Cincinnati, Ohio; Cellothene film by Cheslam Corp., Yonkers, New York.

through central control, efficiency in packaging the multi-product line, and package testing.

Laboratory equipment needed for package testing will be covered from the consumer-goods standpoint by General Foods Corp.

Tuesday morning sessions will take up the packaging requirements of food supermarkets and other merchandisers and some specific cost-reduction methods for industrial packaging.

Tuesday afternoon topics include handling bulky materials, making the most of packaging machinery, and pre-packaging foods.

Three large users of packaging machinery will take up such aspects of efficient equipment utilization as instrumentation, integrated changeover units, and corrective and preventive maintenance.

The program for the final day will present the variety store viewpoint and also will cover cushioning, preservation, and protection aspects of packaging and the whole field of package materials.

In a full-afternoon session titled "Know Your Materials" a panel of experts will evaluate the functional properties of available packaging materials and the possibilities of new ones. They will supply information on films, foils, paper, paperboard and their combinations.

Although there will be no luncheon speeches, informal luncheons will be held daily in the Palmer House for conference registrants. Attendance at the meeting is open to both members and non-members of the American Management Association.

The program was planned by A. M. A. Packaging Division Manager A. K. Thorn and John Warren, technical advisor, as the initial step in a greatly expanded educational program by the association for packaging management.

Chairman of the advisory A. M. A. Packaging Planning Council is W. L. Romney, technical director of packaging, The Procter & Gamble Company, and A. M. A. vice president in charge of the packaging division.

#### Flavor Chemists meet

The Society of Flavor Chemists heard a report on chemical additives at their regular meeting in February, held at the Little Venice restaurant.

Harold L. Janovsky, of the Virginia Dare Extract Co., Brooklyn, N. Y., spoke on "Chemical Additives—Flavor and Logic". He reviewed recent events leading to the widespread interest in chemical food additives. This was followed by a general discussion.

Anyone interested in joining the Society is invited to contact Charles Dwyer at Dodge & Olcott, Inc., New York City.

#### Solomon president of Vanilla group

Henry Solomon, of F. Huber & Co., New York City, was elected president of the Vanilla Bean Association of America at the organization's recent meeting.

Other new officers are, vice-president, W. H. Triest, of the Zink & Triest Co., Philadelphia; and treasurer, J. Manheimer, of J. Manheimer, New York City.

Named directors were Edward S. Buckley, of Thurston & Braidich, New York City; James Schmidt, of Dammann & Co., New York City; and J. R. Maxwell, of Comax, Philadelphia.

#### the chemistry of vanilla

(Continued from page 54)

that an unknown constituent reacted in the same manner as ethyl vanillin and interfered with its detection. The discovery that this component was para hydroxy benzaldehyde is unimportant from a flavor point of view, but the chromatographic techniques that were—and will be—developed as a result of Way and Gailey's work and that of the above-mentioned French investigators may prove to be valuable control and research tools.

Besides that already cited, very little additional information can be found on the constituents of vanilla. In addition to what already has been mentioned, cured beans are said to contain<sup>13,14</sup> vanillic acid<sup>15</sup>, tannins, resins, coloring matter, sugars, gums, fats, waxes, cellulose and minerals. An approximate breakdown would be:—

Water .....	15 —35
Proteins .....	2.5— 6
Fat and Waxes .....	4.5—14
Cellulose .....	8 —20
Extractive material .....	17—40
incl. Vanillin ....	2.3
Resin .....	2
Reducing Sugars...	7—9
Ash .....	2.5— 5

The presence of vanillic acid as a result of the partial oxidation of vanillic alcohol is readily understood. Tannins, if present, are there in small amounts and have little effect on the color or flavor of vanilla, since a strong positive test for tannins in the extract is usually an indication of adulteration. Due to their low solubility, fats and waxes would be present in very small amounts in the usual low alcoholic vanilla extracts.

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#### The coffee outlook

(Continued from page 42)

with the need to find a solution and it is essential to establish the extent of such agreement before going any further . . .

"Today, faced as we are with the prospects of the rate of increase in supply outstripping that of demand, we should do well to consider a properly representative world coffee conference while there is yet time.



# San Francisco Samplings

By MARK M. HALL

■ ■ When green coffee prices as quoted on the futures exchange drop from a high of about 65 cents in the latter part of January to a low of 50 cents in February, it could not be said that the action is other than evidence of weakness, all factors considered.

Devaluation played its part, and could be offset by continued inflation in Brazil. While prices bounced back in this period to above 56 cents for March futures, there was a spread of 12 cents with December. That is not much evidence of confidence in prices for the year.

Political efforts to establish minimums in all the coffee producing countries would bring strength, but not the efforts of Brazil alone.

Salvadors during the dip sold ex-dock below 50 cents. It is reported that coffee is backing up in that country. They cannot hold because of spoilage danger. The pressure from Centrals will continue until March. After that what will happen?

If consumption picks up and the crop from Brazil is not too good, maybe minimums can be established. But if Brazil is facing a 6,000,000 surplus in the 1955-56 crop, what will happen? One green man says indications for greater future consumption in the United States and Europe will take care of increased production. But will it come soon enough? Can the people of the U. S. suddenly throw off the habits of more conservative use of coffee brought about by high prices? What if this trend continues?

They say the roasters would settle for 55 cents, ex-dock, which would allow them to sell their coffee for about 85 cents wholesale.

Another question was raised: if roasters settled on a floor, would Brazil settle on a ceiling? The next time there was

a freeze in that country, would they allow prices to break the ceiling?

If one could answer these questions now, it would take half the fun out of the coffee business.

■ ■ The coffee trade mourns the loss of a much respected oldtimer in the death in Santa Cruz of Max Richter, of the S.L. Jones Co. He was 67. Mr. Richter had been with the firm for 19 years, and prior to that was in business for himself.

In the twenties he had charge of the coffee department of W. R. Grace & Co. in New Orleans.

He was born in Germany and came to this country with the late Ernest Kahl, who later headed W. R. Grace & Co. in San Francisco.

He leaves a widow, Mrs. Gertrude G. Richter. They had no children.

For the last year and a half, he had virtually retired.

Jack W. Schimelpfenig is carrying on as manager of the coffee department of the company.

■ ■ The Pope & Talbot Co., which carries on extensive lumber and steamship operations, has adopted multiple management, according to George Moran. The inspiration for the plan came from McCormick & Co., Inc., who were the originators of the idea.

The details were worked out by using the combined ideas of all of the employees of Pope and Talbot. The organization consists of two boards (not the corporate board), first the senior board of five members from department-head levels and up, and secondly the junior board, with the same number of members, from department-head levels down.

These boards will have three men from the lumber end of the business and two from the steamship. There will be two replacements each year with three remaining. This provides for a turnover

on the boards and a means of finding and developing new managerial talent, as well as stimulating a broad interest in their work.

George Moran seems to be enthusiastic about the idea.

■ ■ Frank Frelleson, the spice expert at B. C. Ireland, Inc., arranged the exhibit for the American Spice Trade Association, Western Section, at the food brokers "international" food display at Gino's Restaurant in San Francisco.

A luncheon was held to pay tribute to Life magazine for its "food for America" issue. Jim Taylor, director of radio station KCBS' "Housewives Protective League," and Harrison Wooley, station merchandising director, arranged the display of food from 23 countries.

Besides Frank Frelleson's attractive display of spices, there were such items as caviar from Russia, duck wings from China and fried worms from Mexico.

Among the guests was L. E. Rassmussen of McClintock, Stern Co.

Frank Frelleson also had charge of the ASTA exhibit at the Western States Meat Packers' Convention at the Palace Sheraton during three days in February. Spiced cheese, crackers and wine were served by a spice girl. Frank was very busy at the convention.

■ ■ Last month Ed Spillane attended the meeting in New York of the U.S. Board of Tea Experts. They meet once a year to set standards on tea under the Food and Drug Administration regulation.

■ ■ Mort Adams, director of advertising for the Tea Council of the U.S.A., spoke before the Western States Tea Association luncheon last month. He spoke of the new Army procurement methods and the increased preference of Army personnel for tea.

He said that the per capita increase of tea consumption in the U.S. is 25 per cent for the last ten years. It is about 11 per cent for 1954 over 1953.

Mort expects to spend some time

(Continued on page 63)

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# New York News

■ ■ Chandler A. Mackey, who, during his long career in coffee has held many positions on the New York Coffee & Sugar Exchange, including that of president, was guest of honor last month at a testimonial dinner at the University Club.

The dinner was tendered by officers and members of the board of managers, past and present, who have served with Mr. Mackey.

Gustavo Lobo, current president of the Exchange, presided at the dinner. Attending were 35 people, including many past presidents of the Exchange.

■ ■ Harold Hanson, of American Homes Foods, Inc., was named president of the New York Coffee Roasters' Association at the organization's recent annual elections meeting.

Albert Schonbrunn, of S. A. Schonbrunn & Co., Inc., was named vice president. George Hedden, of the Eppens, Smith Co., Inc., was elected treasurer. Edward Down, of Jos. Martinson & Co., Inc., was chosen secretary.

Arthur Ransohoff, vice chairman of the National Coffee Association, addressed the gathering of roasters.

■ ■ Frederick W. Ehrhard, a partner in F. W. Ehrhard & Co., Front Street coffee brokers and agents, died recently at the age of 76.

Mr. Ehrhard, who lived at Glen Rock, N. J., passed away while visiting at the home of a son, Frederick W. Ehrhard, Jr., in Brooklyn.

Mr. Ehrhard entered the coffee business 60 years ago, with Reamer, Turner & Co. Later he founded the agency and brokerage house of Woods, Ehrhard & Co.

In 1928 he reformed the company under its present name.

During the years he made numerous trips to Brazil, where he was widely known.

Active in industry affairs, Mr. Ehrhard was one of the founders of the New York Green Coffee Association.

He was a member of the New York Coffee & Sugar Exchange, and had been a grader and classifier.

As of March 1st, F. W. Ehrhard & Co. continues as a partnership with F. W. Ehrhard, Jr., James F. Sullivan and L. E. Ehrhard as the principals.

■ ■ The Andes Coffee Co., Inc., has been granted a charter of incorporation as coffee dealers. Directors are Madeline S. Redeitt, Thomas R. Nangle and John C. Bullitt, all of New York City. Apparently no activity by Andes is underway as yet.

■ ■ Elected to membership in the New York City Green Coffee Association were Charles T. Ney, the Indussa Corp. and the New York Harbor Terminal Corp. The last is an associate member.

■ ■ Some coffee people came to light in "They Met at Grossinger's", an advertising column run by the Catskill re-

sort. "Long distance honors of the week go to coffee tycoon Tito Abbo, Jr., and his wife, who came to Grossinger's all the way from Venezuela," the column noted. "They told us they had met people in their country who had been here. With them at the G. was Fred Kohn, an executive of the Old Dutch Coffee Co."

■ ■ The Alcoa Steamship Co. is relocating its New York pier operations, giving up its present Pier 9, North River, and transferring to Pier 6, Bush Terminal, Brooklyn.

One of the largest piers in the New York area, Bush Terminal's Pier 6 has the facilities required for new Alcoa services, beginning this month, which approximately double the company's New York sailings.

■ ■ In the green coffee bowling league, the keggers are rolling along in a tight race.

The Byrne, Delay team is ahead at this writing with 31 wins and 17 lost.

Tied for second place is the Ehrhard entry and the Neugass team, each with 30 victories.

Tied for third place are Bendiks and Southern Cross Lines, with 29 games won.

Trailing are Aronco, 26; Hard & Rand, 26; East Asiatic, 24; Schaefer Klausmann, 23; Savarin, 20; and Slover, 20.

■ ■ In town for a few days to visit the trade was Arthur Silverstein, owner of the Economy Tea & Coffee Co., Toronto, Ontario, Canada.

■ ■ George P. Bott & Co., coffee brokers and agents, are in new quarters at 90-96 Wall Street. They were formerly at 101 Front Street.

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# New Orleans Notes

By W. McKENNON

■ ■ Mr. and Mrs. Jayme Canet, Jr., of Bley Canet, Curitiba, Brazil, were recent New Orleans visitors, enroute to Mexico for a visit. While here, Mr. Canet made his headquarters at Westfeldt Bros., his agents.

■ ■ Friends of J. H. Edwards were saddened by the death of Mrs. Edwards. Mrs. Edwards is survived by six children.

■ ■ George Westfeldt, Jr., has returned to his office after traveling the Midwest on his way back from New York, where he attended the board of directors meeting of the National Coffee Association.

■ ■ Lee Sterne, who represents the American Coffee Co. in Albany, Georgia, recently visited in New Orleans with Mrs. Sterne.

■ ■ James Norton, of New York, visited in New Orleans recently en route home from Florida.

■ ■ Milton Ruth, of Leon Israel & Bros., Inc., has returned from New York, where he attended the board of directors meeting of the National Coffee Association.

■ ■ Full membership in the New Orleans Board of Trade has been transferred from Gregory L. Martinez, Jr., who is in New York, to Paul Zimmermann, of the Carl Borchsenius Co., Inc., offices here.

■ ■ T. W. Marks has returned from a trip through the Southwest for Zander & Co., Inc.

■ ■ Walter J. Gagnet has become an associate member of the New Orleans Board of Trade. He is associated with Jackson Warehouses, Inc., here.

■ ■ Felix Vaccaro has returned from a trip to Guatemala City, San Pedro Sula, and San Salvador. He visited Nicolas J. Larach and Cia., and Josie Constantino Larach and Cia., both of whom he represents.

■ ■ Alvin Zander, of Zander & Co., Inc., has returned from a trip through the Midwest.

■ ■ Recently appointed to the Executive Committee of the New Orleans Board of Trade are A. C. Cocke, W. C. Englisbee, C. A. Bertel, Sr., E. T. Colton, B. T. DeBardeleben, J. E. Farrell, Albert H. Hanemann, H. X. Kelly, J. J. Meyers and Harold Scherer.

■ ■ J. W. Gherkin, of R. E. Schanzer & Co., Inc., was recently elected to the Finance Committee of the New Orleans Board of Trade.

■ ■ Albert Schaff, of Stewart Carnal & Co., Ltd., has returned to the office from a business trip to the interior.

■ ■ Friends of Mrs. Truman Young, who is in the offices of Nash and O'Brien, were saddened by the death of her husband. He was the son of the late Henry Young, long known in the coffee trade here.

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., has been appointed National Councillor for the Chamber of Commerce of the U. S.

■ ■ Albert H. Hanemann, of Hanemann and Cummings, and W. D. Roussel, of W. D. Roussel & Co., Inc., with C. W. Frank, Sr., will continue to represent the New Orleans Board of Trade on the Public Belt Railroad.

■ ■ Austin O'Brien, of Nash and O'Brien, is spending a few months in the New York office.

■ ■ Mr. and Mrs. Floyd P. Goodson passed through New Orleans en route to Arizona for a few weeks' vacation.

■ ■ Mr. and Mrs. James S. Levy recently returned to New Orleans after a Caribbean cruise of several weeks.

■ ■ Jack R. Aron was a recent visitor in New Orleans.

■ ■ Mr. and Mrs. W. D. Cole, of Philadelphia, Mississippi, were visitors in New Orleans recently.

## Southern California

By VICTOR J. CAIN

■ ■ Andrew Moseley, president of Breakfast Club Coffee, Inc., recently made a quick trip to New York to attend a meeting of the National Coffee Association.

■ ■ Nathan Cummings, chairman of the board of Consolidated Food Processors, Inc., Monarch Foods, etc., announced the purchase of the Smart & Final Iris Co., of Los Angeles. To date, there has been no further announcement of future plans, but these are expected to be forthcoming in the not too distant future.

■ ■ Pope & Talbot, Inc., recently held their annual "Day at the Races" for members of the coffee trade. A luncheon at Eaton's preceded their invasion of Santa Anita. There all the boys were able to sit down and work out their days selections with the help of the handicappers of various newspapers. Bill Eagle and Bill Beckett were hosts for the day, and incidentally, among the winners of the day.

Those attending were Ed Appfel, Jack Arnold, Ted Lingle, Roy Farmer, Bob Olizar, Charles Nonemacher, Herman Landon, Bob Ruth, Walter Dunne, Bill Morton, Wilbur Curtis, Charles Mack, Charles Joseph, and Jim Duff.


After the races, several of the boys stopped back at Eaton's to talk over the reasons for their particular choices, either winning or losing.

Bill Morton, Jr. joined them at this point for a short while to renew acquaintances with the coffee men. Bill Jr. is now scheduled for a tour of duty with the army in Germany, before entering the coffee business.

■ ■ J. Clarence Levy, of J. Aron & Co., Inc., San Francisco, came to sunny California to call on the coffee trade.

■ ■ John Mack, of E. B. Ackerman Co., Inc. is now in Guatemala looking over his plantation. He plans to return home about the middle of March.

■ ■ Ed Johnson and Harvey Brockage, of E. A. Johnson & Co., recently stopped



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in Los Angeles for a short period, while enroute to Mexico.

■ ■ Roy F. Farmer, president of the Farmer Bros. Co., recently announced the acquisition of the restaurant business of Ben Hur Products, a division of McCormick & Co., Inc.

## Chicago

By JOE ESLER

■ ■ Safeway Store chain is packaging Canterbury tea in a new package. Planned promotions tied in with fine store displays and good salesman activity has produced a good volume of sales, the company reports.

■ ■ Maxwell House, Div. General Foods Corp., has opened an instant coffee plant in Jacksonville, Fla.

■ ■ Chicago Coffee Association held their winter meeting at the Merchants and Manufacturers Club. A large number from the trade were on hand for the dinner meeting. Ken Lindquist was in charge of showing the film "Challenge Facing Coffee."

■ ■ H. H. Hixson Co. has added more equipment to its plant to take care of the expanding business. Joe Foley, Naylor Hartwig and Hal Hixson will attend the conventions during February.

■ ■ The National Housewares show was held in Chicago recently with hundreds of people attending. The Bernard Edward Co. had a showing of their lines at the Morrison hotel while the show was on.

■ ■ Carl Haberstick has resigned as Chicago district sales manager of the Hazel-Atlas Glass Co., E. F. Westwood formerly manager of the Pittsburgh office will succeed him.

■ ■ Since 1911, the Hagn Co. has been one of Chicago's wholesale distributors of general merchandise as well as offering prize and promotional material. The company reports that for the 10th straight year sales for the holiday season topped those of any similar period.

## Vancouver

By R. J. FRITH

■ ■ When Brazil made certain adjustments and new regulations on her foreign exchange, at least a few repercussions were heard in Vancouver. First and most important was a cut of ten cents a pound at the retail level, for coffee, this cut being announced by Safeway in nearby Seattle. This was followed immediately by an even heftier cut, 20 cents, by Canadian Safeway. Up to February 7th, and for a short while prior to that date, Canadian Safeway had been quoting \$1.19 for Dwight Edwards Coffee. The new price was 99 cents. Canadian Safeway's announcement was immediately followed by similar price cuts on other popular priced brands in the Vancouver area. Subsequently the new price base spread throughout Western Canada.

■ ■ Harry D. Maxwell, of San Francisco, the always-welcome representative

of Hard & Rand, Inc., reached Vancouver in the city's only snowstorm this month. But the snow lasted only a few hours, and Mr. Maxwell was renewing old business friendships almost at once. He knows all the coffee men in this part of the country, keeps closely in touch with primary markets, and is always a welcomed caller.

■ ■ H. W. T. Sherwood, who was with Nabob for many years, has retired and returned to England, where he will reside. As a tea specialist, Mr. Sherwood made a fine name for himself.

■ ■ C. A. M. Cook, who was running things in Vancouver for Harrisons & Crossfield, Ltd., has succeeded "Sherry" Sherwood at Nabob, in Vancouver. In his turn, Mr. Cook was succeeded by Alfred C. Robinson, who had been with Harrisons & Crossfield's Toronto office and had also been in charge of tea for National Grocers, Ltd., a Canadian grocery chain with head offices in Toronto. He is now back with his old firm, happy to be in Vancouver.

■ ■ In Vancouver, tea buyers who know the situation in Indians and Ceylons do not expect much, if any, price decline in teas at this time. Exporters are in control of their market and India has imposed an export tax on teas which pretty well assures continued high prices. But the substantially lower prices on coffee will, in the opinion of some here, eventually exert an effect on teas.

## Announces coffee carrier

A coffee carrier designed exclusively for the coffee industry is announced by the Cecilware - Commodore Products Corp., New York City.

In four sizes—three, five, eight and ten gallons—the carriers are said to keep coffee hot for hours without loss of flavor.

Available in stainless steel or industrial gray finishes, the carriers have stainless steel cover clamps, "fast flow" faucets and easy-grip carrying handles.

## San Francisco

(Continued from page 59)

covering Army installations in the state. Not to take any chances away from home, he is moving his family to California, so that he can check on them, or they on him.

■ ■ Guido Simoni, of M. J. B., has a son, Richard, who was married last month to Helen Walsh. Like his father, Richard was a great basketball and football player for Santa Clara College.

■ ■ William C. Haach, purchasing agent for Western Can, an associate of M. J. B., attended the National Canner's convention last month in Chicago.

■ ■ Edward Branstien and Mrs. Branstien spent a restful time in Palm Springs last month.

■ ■ Father Rowe reported that son W.B. was flying from Brazil to Peru and Equador last month.

■ ■ The office of Henry P. Thomson, Inc., tea importers, has been moved to 605 Third Street. Eugene Lynch is the manager.

■ ■ Balfour Guthrie & Co. invited members of the coffee trade last month to a cocktail party on Grancolombiana's steamer, Ciudad de Cali. Coffee men were there in good numbers, and all showed an interest in this ship from Colombia.

■ ■ It will now be safer to drink coffee in California, that is, financially so. The Workmen's Compensation Commission ruled that the coffee break is part of the working time and that any accident happening during the period will come under the compensation benefits. It is classified differently from the "coming-and-going" or lunch period, and is considered on the boss' time. If you must have an accident, you don't have to avoid the coffee break.

■ ■ Harry Maxwell took a trip into the Northwest last month, visiting Vancouver, Portland and Seattle. He said the trade was buying very cautiously, and that price cutting by chains had depressed the market.

■ ■ Jack Sassard, recently appointed tea sales promotion manager of McCormick & Co., Los Angeles division, formerly acted as assistant to Ed Vinicombe, director of the tea department at the company's headquarters in Baltimore.

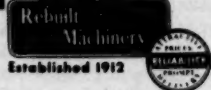
■ ■ Harvey Brockhage and Ed Johnson, Sr., returned last month from a trip to Mexico, San Salvador and Guatemala. This was Harvey's first trip into the coffee countries, and he enjoyed it very much. He found it very pleasant and interesting.

■ ■ The Flota Mercante Grancolombiana S. A. has announced plans for a forthcoming service to the West Coast from South and Central America. The Transmarine Navigation Corp., was named as agent for Southern California, and Balfour, Guthrie & Co., Ltd., agent for San Francisco, Portland, Seattle and Vancouver. Plans of the company call for service to Pacific Coast to start about February, 1955.

■ ■ The new hostess at Schilling's "Ye Old Colonial Inn" is Sarah Daugherty, a southern belle from Jacksonville, Florida, and originally from Macon, Georgia. She visited California and Schilling's last September and returned home, but when she heard the position was open, she flew back on a gamble and got the job. Schilling's is pretty careful in picking girls for this important contact of the firm with the outside world. They must be young, single, have a college education and be good looking. The mortality rate of the job is very high. Girls last about two years on the average before succumbing to marriage.

■ ■ Work has begun on the \$2,000,000 plant for S&W Fine Foods on the San Francisco-San Mateo County line. It will house the company's international headquarters and is the last of its many divisions to be modernized.

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310 Sansome St.  
SAN FRANCISCO 4

510 N. Dearborn St.  
CHICAGO 10

321 International Trade Mart  
NEW ORLEANS 12

837 Traction Ave.  
LOS ANGELES 13

129 Front St.  
NEW YORK 5

228 King St., East  
TORONTO 2

1 Main St.  
HOUSTON

216 S. 7th St.  
ST. LOUIS 2

Pier 59  
SEATTLE 1

MEMBER OF **NCA**





*Importers of  
Green Coffee*